



WESTMOUNT

Job Title: Marketing Specialist

Description

Westmount Asset Management is seeking an experienced and versatile marketing specialist to support the planning and implementation of its marketing strategy and adjacent business development activities. Under the guidance and direction of the Marketing Manager, the Marketing Specialist will focus on producing and deploying marketing assets (charts, pitch decks, white papers, brochures, social media posts, blogs, etc.); designing, launching, and tracking email campaigns; maintaining Westmount's customer and prospect database; planning and executing events; and managing Westmount's application process for industry awards and recognition.

The successful candidate will be a confident communicator and critical thinker who is comfortable working with colleagues across all levels, including partners and senior managers. He or she should be highly organized and have a proven track record of balancing multiple projects at once with minimal supervision. Strong research and analytical skills are also highly desirable.

Key Responsibilities:

- Work closely with subject matter experts to design, develop, and repurpose content assets—ex: newsletters, white papers, brochures, videos, and podcasts—that support business development activities and growth.
- Monitor and report on marketing/BD activities, and make data-driven recommendations for subsequent campaigns.
- Liaise with third party vendors and service providers to ensure deliverables are completed on time.
- Conduct online research to support marketing initiatives, monitor industry cohorts, and document best practices.
- Manage submission process for industry awards/rankings across various local and national publications.
- Plan and execute internal and external-facing events, both online and in person.
- Ensure compliance with firm guidelines and brand standards.

Skills and Qualifications:

- Minimum of 2 years' experience in a similar marketing role.
- Intermediate or advanced knowledge of Adobe Creative Suite applications, including InDesign, Photoshop and Illustrator, as well as Microsoft Office (Word, Excel, PowerPoint, etc.).
- Strong writing and editing skills; knowledge of Associated Press style is a plus.
- Working knowledge of HTML and CSS; experience working with Wordpress or other CMS is a plus.
- Experience working with a client database (CRM) and browser-based email marketing applications (MailChimp, Constant Contact, ClickDimensions, etc.).
- Familiarity with concepts in social media marketing, paid search, and SEO.
- Preference will be given to candidates with prior financial industry experience.

About Westmount

Based in Los Angeles, Westmount Asset Management is an independent investment advisory firm that helps individuals, families, foundations and endowments manage, protect and grow their wealth. Westmount excels in identifying compelling alternative investment opportunities that complement more traditional asset classes. Coupled with personalized financial planning tools and strategies, Westmount clients benefit from our team's depth of experience, conflict-free advice and 30-year investment track record. As one of LA's oldest registered investment advisors, Westmount and its professionals have repeatedly been recognized in various local and national publications, including *Barron's*, the *Financial Times*, *InvestmentNews* and more.

To Apply: This position is based in Century City, Los Angeles, CA. ONLY LOCAL CANDIDATES WILL BE CONSIDERED. Please send your resume to careers@westmount.com.