



**Job Title** – Marketing Associate

**Responsible for:** Execution of all facets of marketing and promotion of FUSE services to existing and prospective clients including content development, social media, support for events, webinars, advertising/email campaigns, website, videos, press releases and more

**Base Salary:** Competitive with market rates (based on experience)

**Bonus:** Annual, based on performance and targeted at 10% for 1<sup>st</sup> year

**Location:** Boston, MA

**Reports to:** Managing Partner

**Job Objectives and Responsibilities:**

- Contribute to the development and execution of the company marketing and client support activities
- Work with Relationship Managers (RMs) to devise and implement ongoing communication plan with goal of maintaining relationships with all current and past FUSE clients
- Support incoming client requests, coordinate annual client meeting, and other events as necessary
- Plan and execute promotional activities including email campaigns, webinars, videos, executive roundtables
- Generate new business leads via marketing activities and provide to Sales for qualification/follow up
- Support on-boarding process for new clients
- Develop and distribute all FUSE press releases
- Maintain and enhance the FUSE customer relationship management (CRM) database
- All aspects of email marketing campaigns, including market research, content creation, and list management/segmentation
- Continually review and improve company promotional content, company sales presentations, advertising material and ongoing client/prospect communication
- Maintain, enhance and keep up to date all aspects of the FUSE website
- Contact and build relationships with new and existing FUSE clients



**Hours:** 40 Hours per week, Monday to Friday

**Essential Knowledge & Experience:**

- BS/BA required
- 4+ years' experience in marketing related role
- Moderately advanced understanding of investment management industry (Mutual Funds, ETFs, etc.)
- Excellent oral and written communication skills
- Strong client service orientation
- Very well organized and process oriented with high attention to detail
- Possess a strong work ethic with the ability to work independently
- Proficient with Microsoft Office Suite (Word, Excel, Powerpoint and Outlook)
- Experience maintaining and updating a commercial website. Familiarity with WordPress would be a decided advantage
- Experience managing and maintaining CRM database (Salesforce.com or similar), marketing automation and engagement tools (Mailchimp, Fugent or similar)
- Experience utilizing social media platforms to promote company services (Linkedin in particular)
- Coordinating conferences, exhibitions and other marketing events

Benefits package includes: medical and dental plan, paid vacation and more.

To learn more about FUSE, check us out online at: [www.fuse-research.com](http://www.fuse-research.com)

**FOR MORE INFORMATION CONTACT**

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