



Director of Marketing & Communications

Athena Capital Advisors -- Lincoln, MA

Location: Lincoln, MA

Full/Part Time: Full Time

Regular/Temporary: Regular

Overview

Athena Capital is seeking a Director of Marketing & Communications who will be responsible for managing the firm's brand and implementing a marketing plan for the firm's services. The role will also be centrally involved in communications with existing clients and other audiences.

Athena Capital

Founded in 1993, Athena Capital is an independent, privately owned, registered investment adviser that builds and manages diversified, multi-asset class portfolios for taxable private investors and tax-exempt institutions. Athena customizes each portfolio to the client's financial and non-financial objectives. The firm offers investment advisory and management, investment administration and reporting, external chief investment officer, and wealth planning services. Athena has approximately \$5.5 billion in assets under management with 55 employees and offices in Lincoln, MA and New York City. For additional information on Athena, please see www.athenacapital.com.

Position Duties and Responsibilities

- Manage the firm's brand, ensuring clarity and consistency of presentation throughout all of Athena's materials and communications. Inform internal discussion of brand positioning vis-à-vis peers and competitors.
- Lead development and implementation of marketing strategy, including oversight of web site, preparation and ongoing enhancement of collateral materials, execution of thought leadership strategy (white papers, blog posts, etc.), organization of occasional outreach events, and oversight of relationship with PR firm regarding media placements
- Drive communications plan, including regular and periodic communications with current clients and other audiences
- Support business development function in responding to RFPs and other potential new client inquiries, as well as maintaining core documents such as the DDQ and presentation decks
- Supervise Marketing Analyst and manage financial resources committed to the marketing and communications function



Qualifications

- 7-10 years of relevant experience, including at least 3 years with a financial services firm
- Excellent writing and editing skills
- Effective presentation skills
- Graphic design and web design experience preferred
- Familiarity with Adobe Creative Suite (InDesign) and Constant Contact strongly desired
- Knowledge of WordPress helpful
- Proficiency with Microsoft PowerPoint and Excel required
- Bachelor's degree required
- Willingness to collaborate with colleagues in all areas of a growing business

Interested candidates should send resume, cover letter and compensation requirements to Resumes@athenacapital.com with the title "Director of Marketing & Communications".

No phone calls please. References and writing samples will eventually be requested from finalists in the interview process.

Athena Capital Advisors LLC is an equal opportunity employer and affords equal opportunity to all applicants for all positions without regard to race, color, religion, gender, national origin, age, disability, veteran status, sexual orientation or any other status protected under local, state or federal laws. Successful candidates must be able to work in the U.S. Nothing in this job posting should be construed as an offer or guarantee of employment.