

## **MARKETING MANAGER**

### Firm Overview

Cascade Partners is a middle market investment banking firm advising clients on mergers and acquisitions, divestitures, and financings across a variety of industries including healthcare, industrials, business services, value-added distribution, consumer products / retail, and information technology. Cascade Partners has offices in Detroit and Cleveland and is actively looking to add talented individuals to support the continued growth of the firm.

### Marketing Associate/Manager Position

The Marketing Associate/Manager will be responsible for developing, supporting, and executing the marketing and public relations effort of Cascade Partners. This includes the following:

- Elevating the Cascade Partners' brand and its awareness through marketing and public relations' efforts, and benchmarking us with comparable organizations
- Creating and organizing the team's marketing materials and collateral to support outreach through social media, traditional media, and directly to prospects and referral sources.
- Maintaining and modifying our website to best accomplish our stated objectives and to improve search engine rankings.
- Reporting on and leveraging key metrics, keyword ranking, social media engagement and similar data to support Cascade's marketing efforts.
- Proactively maintaining and developing high quality content marketing, marketing collateral and other materials to position Cascade with prospective clients or centers of influence (such as attorneys and CPAs) all in compliance with FINRA/SEC regulations
- Developing and organizing campaigns and events
- Leading the creation of an annual marketing plan and holding the team accountable for accomplishing it
- Collaborating as an integral component of the Cascade Partners' team to deliver on our brand promise and expectations.

### Requirements

Proven marketing experience serving professional service organizations 5+ years of experience.

Demonstrated ability to work successfully as part of a team.

Able to coordinate and drive internal and external resources to develop, coordinate and execute marketing initiatives including articles, interviews, videos, etc.

Self-starter with proven ability to consider and advocate for improvements to the existing process.

Excellent writing skills and ideally some creative talent

Demonstrated ability to multi-task and adhere to deadlines.

Well-organized and highly attentive to detail

High level of knowledge with the entire Microsoft Office suite including Word and PowerPoint.

Strong knowledge of the Adobe Creative Suite especially Photoshop, Illustrator and InDesign

Associate's or bachelor's degree in marketing or another related field

#### Compensation

Overall compensation will be commensurate with experience.

#### Status

The role is to be immediately filled full-time.