

## **Marketing Director**

### **Punch & Associates Investment Management, Inc.**

*Punch & Associates Investment Management, Inc. is a Minneapolis-based, independent wealth and investment management firm serving a select number of institutions and families of substantial wealth. Our mission is to enable families and institutions to steward resources with clarity and purpose.*

We are seeking a Marketing Director to provide tactical and strategic leadership for our marketing, communication, branding, and client engagement efforts.

#### **Accountabilities Include:**

- Working closely with partners and colleagues across departments to deliver an integrated approach to marketing, public relations, external branding, and internal communications, while also supporting strategic business development initiatives.
- Ensuring coordination and engagement with marketing resources to achieve timely and effective communication with clients, prospective clients, and professional partners.

#### **Primary Duties and Responsibilities:**

- Serving as the brand steward in charge of promoting and maintaining Punch's brand image;
- Evaluating and developing the overall marketing strategy and marketing plan for the firm;
- Overseeing content development, design, and maintenance of the firm's website;
- Overseeing the content development, design, and production of Punch's print and online communications (newsletters and e-blasts);
- Ensuring that all marketing communications are consistent with brand positioning, incorporates key messaging, and follows visual and verbal guidelines;
- Developing and coordinating memorable and engaging client events and business development activities.

#### **Necessary Skills and Qualifications:**

- Bachelor's Degree in marketing, business, or related field
- 7-10 years of marketing experience preferred
- Strong design ability
- Exceptional interpersonal and written communication skills
- Event planning experience
- Strong copywriting skills with attention to detail
- Effective time management and proactive work ethic
- Ability to initiate and lead several simultaneous projects
- Knowledge of SEC marketing rules preferred

Punch & Associates offers a competitive salary, people-first culture, and generous benefits package. Please submit a cover letter and resume to [resumes@punchinvest.com](mailto:resumes@punchinvest.com).