

Employer: IMTC (Investment Management Technology Corporation)

Title: Growth Marketing Associate (Full-Time)

Location: New York, NY (Note: currently remote due to COVID-19, likely in-person in Q4)

The Company

IMTC creates innovative investment management software solutions for financial professionals. The platform is leveraged by fixed income investment teams at large scale asset and wealth managers. We give our clients the tools they need to scale their business and drive performance and growth. We do this by removing the core barriers that impede performance such as limited capacity, lack of visibility into accurate data and analytics, and fragmented workflows and systems. The team combines industry expertise with best-in-class development talent to provide cutting-edge technology that revolutionizes portfolio management and trading. IMTC is privately-owned with offices in Manhattan and Copenhagen, Denmark.

The Opportunity

We are looking for an ambitious, self-starter who is looking to make an impact in the growth of an early-stage startup. Our team is lean and primed for an exciting second half of 2021.

We're looking for a junior marketer who is eager to learn about growth marketing across a wide range of responsibilities. Success in this role means creating engaging content that grows our brand presence, maintaining digital channel systems, and supporting marketing team initiatives. The role will require strong writing skills and creativity, as well as an understanding of technology and marketing analytics. This person will report directly to the Head of Marketing and will receive training on marketing responsibilities and the bond market.

You will have the opportunity to grow with the organization and expand your responsibilities as we continue to grow the marketing team.

If you're looking for a challenge, we want to hear from you!

Responsibilities

- **Social media:** Manage the IMTC social media accounts including LinkedIn, Twitter, and Facebook including creating engaging posts and growing social presence.
- **Email marketing:** Manage email marketing campaigns to disseminate IMTC content to our newsletter audience with a focus on increasing engagement.
- **Video creation:** Create product, thought leadership, and interview videos that engage and persuade prospects to consider IMTC solutions.
- **Awards:** Support award submissions with research into potential awards, writing content for awards, and maintaining logistics for award submissions.

- **Blog management:** Maintain WordPress CMS to upload new content and update existing content.
- **Event management:** Coordinate with event planners to plan logistics, create pre-conference marketing/business development plan, and support post-conference follow ups.
- **Brand management:** Support entire IMTC team and maintain brand standards with Powerpoint design skills.
- **Competitor research:** Support competitive research by looking into websites, messaging, content, and other marketing efforts.

Qualifications

- Bachelor's degree (preferred in marketing, communications, business administration, or finance)
- 1-2 years experience working in a marketing and/or finance role
- Strong writing and communication skills with a high level of attention to detail
- Team player willing to do whatever it takes to help the team succeed
- Enthusiasm, persistence, resilience, and a positive attitude
- High expectations of yourself and those around you
- Willingn to embrace the nature of a startup; **company culture is critical to us**
- Bonus: Previously managed digital marketing channels such as social or email
- Bonus: Knowledge of fixed income markets or experience at an asset manager

What We Offer

- Exciting, fast-paced work environment
- Hands-on experience in an early-stage startup with experienced founders
- Opportunity to develop and hone marketing skills through constant engagement with senior marketing professionals and members of the leadership team
- Opportunity to assist in the development of next-generation software
- Chance to contribute meaningfully at a pivotal moment in company's growth
- Collaborative and team-oriented startup culture
- Competitive salary and benefits

To apply, please send your resume to careers@IMTC.com and sha@IMTC.com.

IMTC is committed to ensuring equal employment opportunities for all employees, including qualified employment applicants. The company strives to maintain an environment free of discrimination based on race, color, religion, gender, national origin, ancestry, age, disability, genetic information, military or veteran status, marital status, sexual orientation, gender identity, citizenship, or any other protected category or characteristics as defined by federal, state, or local laws. This equal employment opportunity policy applies to all employment practices, including but not limited to recruiting, hiring, advertising, promotion, transfer, reductions in force, social and recreational programs, training, employee development, compensation and fringe benefits, discipline, and termination.