ĒkonBenefits
YOUR TRUSTED PARTNER

Marketing Specialist
St. Louis, MO

Ekon Benefits, a growing retirement plan consulting and administration firm, is seeking a Marketing Specialist in the St. Louis area. This goal-oriented, driven individual will be responsible for coordinating and executing all Marketing functions for the firm.

Essential Functions:

- Work with management to develop and execute strategic marketing plan
- Perform marketing efforts and analyze results
- Manage digital marketing strategy
- Redesign and implement company websites
- Compile topics and compose articles for monthly newsletter
- Organize client and prospect seminars
- Procure lists of prospective clients and maintain databases
- Provide sales support with campaign development and executing mailings
- Maintain knowledge of industry trends and company service offerings

Ideal Candidate Profile:

- Motivated, self-starter
- Well-versed in marketing concepts, principles and tactics
- Excellent written and oral communication skills; writing samples required
- Attentive to details with strong organizational and time-management skills
- Proficient in Microsoft Word, Publisher, Excel, and PowerPoint
- Bachelor's degree in Marketing, Communications, or similar experience
- Working knowledge of qualified retirement plans is beneficial
- Prior use of Mail Chimp or a similar Email Marketing Service Provider a plus
- Sales experience is a plus

To apply please submit your resume and at least two writing samples via email to genelle.brakefield@ekonbenefits.com. No recruiters please.

About Ekon Benefits

Founded in St. Louis, Missouri in 1981, Ekon Benefits has specialized in the administration and consulting of employer and jointly sponsored retirement plans for over 35 years.

We pride ourselves on providing timely, accurate retirement services that are comprehensive and customized to our clients' needs. Our associates are extremely knowledgeable with extensive experience in all types of qualified plans including Defined Benefit, 401(k), ESOP, 403(b) and 457.