Marketing Analyst

Mission:

The mission of the Marketing Analyst is to increase engagement by overseeing all content distribution, to identify the highest quality prospects for our sales teams, and handle ad-hoc projects for firm marketing initiatives.

Our goal is to increase the number of clients that advocate for our approach to investing. You will be central to this process as we seek innovative ways to engage with the investment community. If you want a fast-paced environment at the intersection of data-driven decision-making and marketing creativity, then O'Shaughnessy Asset Management is the place for you.

Objectives:

As a Marketing Analyst, you will have three key objectives. You will make recommendations to improve client acquisition by studying internal and external data. This will include helping to create and improve rankings of prospects and clients that are measurable through time. You will be responsible for all points of engagement (website, social media, email, web-tools, video, and in-person events) to drive measurable increases. This will include working with colleagues to develop content and pushing it out through various channels. You will oversee ad-hoc marketing projects related to firm strategic initiatives.

Competencies:

- Strong project management skills with ability to work across teams and on multiple discrete projects (patient and kind, but gets things done)
- Ability to evaluate the effectiveness of existing marketing, web, and communications programs
- Highly conversant in social media opportunities for engagement (Twitter, LinkedIn, Medium, etc.)
- "A/B testing" mindset
- Growth mindset, intellectually curious and ambitious
- Passion for leveraging data to improve business results
- Excellent interpersonal skills for interacting with clients and prospects
- Track record of successful collaboration with sales teams
- Convert data findings into text, tables, graphs and data visualizations
- Possess curiosity for investing and markets

Qualifications:

- BA/BS degree required, preferably in Marketing, or equivalent practical experience
- Experience with database querying languages (SQL) and/or coding languages (Python, R)
- Willingness and ability to learn new technical skills as needed

- Demonstrated interest in investing

OSAM's Mission:

We pursue a simple mission: learn, build, share, repeat. We constantly learn more about investing, build disciplined strategies to capture the best of what we've learned, and share our broad findings with other curious investors.

Through three decades, we've learned with our clients. We are always striving to improve the capacity of our platform—which includes our data, our proprietary research and portfolio management technologies, and a highly experienced team. Our goal is to deploy this platform for our clients' long-term benefit.

Our culture is one of curiosity. We hire and promote people driven by a need to understand investing, markets, and our industry, and who want to share the excitement of that process with others. Our goal is to bring together a group of knowledge seekers, who enjoy learning and always act with kindness and integrity.

By sharing most of what we learn, we hope to help investors of all types make better and more informed decisions, and ultimately build better portfolios. Experience has taught us that constant exploration is contagious. Through a commitment to education we hope to improve the investing discourse globally.

Please send all inquiries to careers@osam.com.