



RLF COMMUNICATIONS

## **Position Needed: Senior Communications Manager**

RLF Communications is seeking a capable and enthusiastic Senior Communications Manager to support the agency's growth. The position, based in Orlando, Florida, will work primarily with one client, but may be called upon to support other accounts. Occasional travel to RLF's main office in Greensboro, North Carolina, will be required.

For more information about RLF, please visit [rlfcommunications.com](http://rlfcommunications.com). Resumes should be submitted to Michelle Rash at [mrash@rlfcommunications.com](mailto:mrash@rlfcommunications.com).

### **Responsibilities:**

- Provide marketing services to support client's business objectives, including:
  - Creating collateral, sales presentations and other marketing materials
  - Managing websites, including updating content on a regular basis
  - Writing and managing email campaigns
  - Updating existing marketing materials on an as-needed basis
  - Implementing print and digital marketing campaigns
- Create marketing analytics reports
- Work closely with multiple constituent groups within the client
- Ensure all marketing materials are current, approved and compliant
- Manage inventory of marketing materials
- Identify new, cost-effective marketing solutions
- Research the industry, competition and target audience and share insights with key internal audiences

### **Requirements:**

- Enjoy multitasking in a fast-paced environment
- Ability to meet multiple deadlines, often under pressure
- Exceptional attention to detail
- Strong organizational skills
- Diplomacy in dealing with clients and ability to reach compromise quickly and efficiently
- Excellent verbal and written communications skills
- Ability to work both independently and in a team environment, and to work closely with people in multiple locations
- Strong critical thinking skills
- Highly proficient in Microsoft Word, Outlook, PowerPoint and Excel
- Proficiency in Illustrator, InDesign, Adobe Acrobat and marketing automation programs such as Marketo, Salesforce and Infor preferred

### **Education/Experience:**

- Bachelor's degree in marketing or communications
- Three to five years of experience in marketing, a background in financial services or investing preferred but not required