



WE'RE HIRING

Director, Marketing & Communications

Details:

Company: CS McKee
Location: Warrendale, PA
Reports to: Chief Marketing Officer
Dept: Marketing

Send your application and CV to:

Marketing: marketing@csmckee.com

Subject Line: Director of Marketing Application - [Your Name]



Director, Marketing & Communications

Position Overview

C.S. McKee is seeking a detail-oriented and strategic Director of Marketing and Communications. The Director of Marketing and Communications will serve as a key strategic partner to the Chief Marketing Officer, responsible for executing and advancing the firm's marketing initiatives. This is a hands-on role requiring both strategic thinking and day-to-day execution across multiple marketing functions.

As an individual contributor, this role will drive critical marketing efforts including content development, campaign execution, and brand positioning, while collaborating closely with investment, client service, and business development teams.

Key Responsibilities:

Strategic Execution

- Partner with the CMO to implement the firm's overall marketing strategy.
- Translate high-level strategy into actionable marketing initiatives and campaigns.
- Ensure alignment of marketing efforts with business development and client engagement goals.

Content & Thought Leadership

- Develop and manage high-quality marketing content including presentations, white papers, commentaries, and digital assets.
- Collaborate with investment professionals to translate complex investment concepts into clear, compelling messaging.
- Support the firm's thought leadership initiatives and market positioning.

Brand & Messaging

- Maintain and evolve consistent brand messaging across all channels and materials.
- Ensure all communications reflect the firm's institutional quality and investment philosophy.
- Support brand differentiation in a competitive asset management landscape.

Campaigns & Distribution

- Execute integrated marketing campaigns across digital, email, and event channels.
- Support RFP/DDQ processes and business development materials.
- Coordinate with external partners and vendors as needed.

Digital & Platform Management

- Manage website content updates and enhancements.
- Oversee digital presence including email marketing and social media (as applicable to institutional audiences).
- Leverage marketing tools and platforms to improve efficiency and reach.



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Analytics & Reporting

- Track and report on marketing activity effectiveness and engagement.
- Use data and feedback to refine messaging and improve outcomes.
- Support CRM data integrity and marketing-related reporting.

Cross-Functional Collaboration

- Work closely with the investment, client service & distribution teams to support client communications and growth initiatives.
- Act as a central point of coordination for marketing-related projects.
- Ensure consistency and accuracy across all client-facing materials.

Qualifications

Required:

- 7–10+ years of marketing experience, preferably within asset management or financial services.
- Strong writing and content development skills, particularly in translating technical financial concepts.
- Experience supporting institutional marketing efforts (e.g., RFPs, pitchbooks, commentaries).
- High level of organization and ability to manage multiple projects independently
- Strong attention to detail and commitment to accuracy.
- Excellent communication and collaboration skills.

Preferred Skills:

- Familiarity with institutional client segments (e.g., pensions, endowments, foundations)
- Experience working with CRM platforms (e.g., Salesforce) and consultant databases.
- Knowledge of regulatory and compliance requirements specific to institutional asset management marketing, including applicable SEC guidelines and standards for client communications.

Why Join CS McKee?

C.S. McKee is a respected institutional investment firm with a strong commitment to excellence, integrity, and innovation. As part of our team, you'll have the opportunity to make a meaningful impact, grow professionally, and contribute to a firm that values data-driven decision-making and strategic insight.

How to Apply

To be considered, candidates must submit a resume that clearly outlines their qualifications for the position. If you wish to apply, please do so by emailing Marketing at marketing@csmckee.com and use the following in the following in the Subject Line: Director of Marketing Application - [Your Name]