

Marketing Coordinator

Company	Klaas Financial
Location	Loves Park, IL or Fitchburg, WI
Position Type	Full-Time
Pay Range	\$70,000–\$80,000 per year, exclusive of bonuses and benefits

About Klaas Financial

Since 1976, Klaas Financial has helped individuals, families, and businesses navigate retirement planning with integrity, expertise, and personal service. With offices in Northern Illinois and Southern Wisconsin, we are proud to celebrate 50 years in business and remain committed to a collaborative culture, a client-first mindset, and meaningful community involvement.

We are seeking a **Marketing Coordinator** to support and advance our marketing initiatives within a professional financial services office. This role is well suited to a creative, organized, and detail-oriented professional who communicates effectively and values accuracy, consistency, and teamwork.

Position Overview

The Marketing Coordinator will help plan, create, execute, and evaluate marketing communications across digital, print, event, and community channels. The successful candidate will balance creativity with sound judgment, manage multiple priorities, and represent the Klaas Financial brand with professionalism.

Key Responsibilities

- **Campaign coordination:** Support the planning and execution of integrated marketing campaigns across multiple channels.
- **Content development:** Create polished content for email, social media, blogs, websites, presentations, and print materials.
- **Brand management:** Maintain consistent messaging, visual standards, and quality across all communications.
- **Digital marketing:** Apply SEO practices, coordinate social media activity, and help maintain website content.
- **Photo and video:** Capture and edit professional visual content featuring company culture, events, and client experiences.
- **Analytics and reporting:** Monitor campaign performance, prepare reports, and recommend improvements based on results.
- **Events and community initiatives:** Coordinate client appreciation events, trade shows, seminars, webinars, and community programs.
- **Promotional materials:** Manage branded merchandise and vendor coordination with attention to quality and budget.

Professional Standards

- Communicate clearly and professionally with colleagues, clients, vendors, and community partners.

- Exercise sound judgment and discretion when handling business and client-related information.
- Maintain accuracy, consistency, and attention to detail in all published materials.
- Manage deadlines and competing priorities in an organized, dependable manner.
- Collaborate effectively while taking ownership of assigned projects.

Qualifications

- Bachelor's degree in marketing, Business, Communications, or a related field.
- At least two years of marketing experience in digital content, social media, branding, event planning, or similar.
- Proficiency with Microsoft Office, social media platforms, and email marketing tools such as Constant Contact or Mailchimp.
- Familiarity with SEO practices, WordPress, and data analytics tools.
- Strong writing, editing, interpersonal, and presentation skills.
- Experience with Canva, Adobe products, or other design platforms.
- Experience with video editing and production is preferred.
- Strong project management and organization skills.

Work Environment

This is a full-time role based in either our Loves Park or Fitchburg office locations with some work from home flexibility after 90 days. The position involves regular collaboration with leadership and colleagues and interaction with clients, vendors, and community partners. Some local travel may be required between office locations and the surrounding areas. Team members are expected to maintain a polished, business-appropriate presence and uphold the confidentiality and service standards associated with a financial-services organization.

Compensation and Benefits

Salary: \$70,000–\$80,000 per year, exclusive of bonuses and benefits.

- 401(k) with company match and profit sharing
- Health, dental, and vision insurance
- Life and disability insurance
- Paid time off and holidays
- Wellness benefit & charitable match programs
- Employee discount and assistance programs
- Flexible scheduling and support for work-life balance
- Professional development opportunities

Why Join Klaas Financial?

You will join a collaborative, client-focused organization where thoughtful ideas, professional growth, and meaningful work are valued. Our team combines the standards of an established financial firm with a supportive culture and a commitment to serving our communities.

Apply

If your experience and interests align with this opportunity, please submit your resume to info@klaasfinancial.com and reference "Marketing Coordinator" in the subject line. We look forward to learning how you could contribute to the continued success of Klaas Financial.