

## Join Klaas Financial as a Marketing Engagement Specialist!

Are you a **creative and driven marketing professional** looking to take the next step in your career? Do you thrive in a **fast-paced, collaborative environment** where your ideas and expertise make a real impact?

Klaas Financial has been a trusted name in financial planning since 1976, with offices in Northern Illinois and Southern Wisconsin. We are dedicated to helping individuals, families, and companies navigate their retirement planning with integrity and personalized service. As Klaas Financial celebrates **49 years of success**, we're looking for a **full-time Marketing Engagement Specialist** to support and expand our marketing initiatives with fresh ideas, strategic execution, and a passion for storytelling.

### **Why Join Klaas Financial?**

- **Innovative & Collaborative Culture** – Be part of a team that values creativity and fresh thinking.
- **Hands-On Experience** – Gain expertise in digital marketing, content creation, event planning, and brand strategy.
- **Growth & Development** – Enjoy opportunities for professional growth in a supportive work environment.
- **Community Impact** – Work for a company committed to giving back and making a difference with our clients and our communities.

### **Summary**

As a Marketing Engagement Specialist at Klaas Financial, you will play a vital role in supporting our marketing initiatives aimed at enhancing our client relationships and promoting our financial services. This position is essential to our mission of providing clear and objective financial advice while fostering trust and integrity.

### **Responsibilities**

- Assist in planning and executing multi-channel marketing campaigns.
- Create and manage content for email, social media campaigns, and website updates.
- Optimize website content for SEO and maintain WordPress updates.
- Design marketing materials using digital tools (e.g., Canva).
- Plan and coordinate events, including client appreciation and trade shows.
- Collaborate with SEO specialists, videographers, and marketing partners.
- Capture and edit photos/videos for branding and promotions.
- Track and analyze campaign performance to refine strategies.
- Oversee branded merchandise purchases.

## Qualifications

- **Bachelor's degree** in Business, Marketing, or a related field.
- **2+ years of experience** in marketing, digital content creation, or social media management.
- **Strong skills** in communication, writing, and organization.
- **Proficiency** in Microsoft Office, social media platforms, email marketing tools (e.g., Constant Contact, Mailchimp), and content management systems (e.g., WordPress).
- **Experience or knowledge** in SEO best practices, performance marketing strategies, and analytics tools.
- **Creative mindset** with an eye for design and branding consistency.
- **Ability to analyze data** and use insights to optimize marketing efforts.
- **Strong copywriting skills** for engaging content creation.
- **Event planning experience** is a plus.
- **Ability to manage multiple projects** in a fast-paced environment.
- **Willingness to travel** occasionally for trade shows and company events.
- **Collaborative team player** with a proactive approach to problem-solving.

If you are eager to contribute your marketing expertise to a team that values integrity and client relationships, we invite you to apply today at Klaas Financial!

Job Type: Full-time

Pay: \$45,000.00 - \$52,000.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Employee assistance program
- Employee discount
- Flexible schedule
- Health insurance
- Life insurance
- Paid time off
- Vision insurance

Schedule:

- 8-hour shift
- Day shift
- Monday to Friday

Experience:

- Marketing: 2 years (Preferred)

Work Location: In person