



Posting Date 2.21.25

Job Title: Marketing Engagement Specialist

Company: Klaas Financial

Location: Loves Park, IL

Position Type: Full-Time

Pay Range: \$45,000 - \$52,000 per year (exclusive of bonuses and benefits)

Who Are We?

Klaas Financial is **THE PLACE** to be! Since 1976, we've been helping individuals, families, and businesses navigate retirement planning with integrity, expertise, and a personal touch. With offices in **Northern Illinois and Southern Wisconsin**, we're known for our **collaborative culture, client-first mindset, and passion for making an impact**—both in the financial world and in our communities.

We're celebrating **49 years of success**, and as we continue to grow, we're looking for a **Marketing Engagement Specialist** to help us take our marketing initiatives to the next level. If you're **creative, strategic, and ready to tell our story in a way that connects and engages—keep reading!**

What We're Looking For

Are you a **marketing rockstar** who loves crafting compelling content, building engagement, and executing impactful campaigns? Do you geek out over **SEO, social media trends, and brand storytelling**? If you're nodding your head, this might just be your dream job!

We're looking for someone who:

- ✓ **Thinks creatively** and brings fresh ideas to the table
- ✓ **Loves writing, design, and digital strategy** (Canva skills? Yes, please!)
- ✓ Has a **knack for social media, SEO, and audience engagement**
- ✓ Can **juggle multiple projects** without breaking a sweat
- ✓ Is a **collaborative team player** who loves brainstorming and problem-solving
- ✓ Wants to be part of a company that **values giving back and making a difference**

Marketing experience? Fantastic! But if you've got passion, the drive, and the ability to learn quickly, we're excited to help you grow in this role.



What You'll Be Doing Every Day

- 📌 **Marketing Campaigns:** Assist in planning and executing multi-channel marketing strategies.
- 👉 **Content Creation:** Develop engaging content for **emails, social media, blogs, and our website** (bonus points if you know SEO best practices!).
- 🌐 **Branding & Design:** Create eye-catching marketing materials using **Canva** and keep our brand consistent across all platforms.
- 📷 **Photo & Video Content:** Capture, edit, and share visuals that showcase our culture, events, and client experiences.
- 📊 **Data & Analytics:** Track campaign performance and optimize strategies based on real insights.

 **KLAAS FINANCIAL** klaasfinancial.com | 877-495-5227

Klaas Financial Asset Advisors, LLC is a registered investment adviser registered with the United States Securities and Exchange Commission.










-  **Event Planning:** Help coordinate **client appreciation events, trade shows, and community initiatives.**
 -  **Branded Merch & Promotions:** Oversee marketing swag and promotional items (yes, you get to pick out the fun stuff!).
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Why You'll Love Working Here

- ✓ **A collaborative and innovative work environment** where your ideas are valued
 - ✓ **Growth opportunities**—we invest in your professional development
 - ✓ **A supportive team that celebrates wins together**
 - ✓ **Meaningful work**—helping people achieve financial security in retirement
 - ✓ **A fun, fast-paced atmosphere** where no two days are the same
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What You Bring to the Table

-  **Bachelor's degree in Marketing, Business, Communications, or related field**
 -  **2+ years of marketing experience** (digital content, social media, branding, or event planning)
 -  **Proficiency in Microsoft Office, social media platforms, and email marketing tools** (e.g., Constant Contact, Mailchimp)
 -  **Familiarity with SEO strategies, WordPress, and data analytics tools**
 -  **Strong writing and communication skills**—you know how to engage an audience!
 -  **Design skills? Even better!** Experience with Canva, Adobe, or other creative platforms is a huge plus.
 -  **A go-getter attitude, willingness to learn, and excitement to be part of a growing team**
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The Perks

-  **Salary:** \$45,000 - \$52,000 per year
-  **Benefits include:**
 - ✓ **401(k) with match & profit sharing**
 - ✓ **Health, dental, and vision insurance**
 - ✓ **Paid time off + holidays**
 - ✓ **Employee discount & assistance programs**
 - ✓ **Flexible schedule & work-life balance**
 - ✓ **Opportunities for professional development**

Ready to Join the Krew?

If you're still reading, that's a great sign! We'd love to hear from you. **Send us your resume, and let's connect.** If you're excited about making an impact and growing with us, we might just be **YOUR new Krew!** 