

About the Job: Digital Associate, Strategic Communications

Mid-Level Digital Position based in New York or Chicago at Gasthalter

Gasthalter is seeking an energetic and motivated professional interested in joining a growing boutique financial communications firm positioned at the leading edge of the issues driving today's business agenda. This person must love all things digital – from social media to email marketing, and be a strategic thinker with strong written and oral communication skills, knowledge of the broader media and marketing landscape, and the ability to thrive in a fast-paced, collaborative and entrepreneurial work environment. In this role you will have the opportunity to push the boundaries of digital marketing and communications. You will partner with the Digital Strategist to evaluate, design, build, execute, and maintain campaigns on behalf of the firm's clients, which will focus on overall strategy development and execution, including reputation management, social media content development, email marketing, website optimization, and digital advertising.

About Gasthalter

Gasthalter is a premier strategic communications and media relations firm focused exclusively on providing senior level counsel to leading hedge funds, private equity, real estate, venture capital, and other alternative investment managers, digital asset companies, public and privately held corporations and high-profile individuals. In today's world of instant news and unfettered opinion, reputations can be made or broken overnight, translating directly to value in the marketplace. We drive perceptions to enhance business value and protect our clients' reputations. From day-to-day perceptions to high-stakes scenarios, such as M&A, crises, proxy contests, litigation, and restructuring, we have deep expertise working with companies to manage communications, corporate positioning and media relations programs. With offices in New York and Chicago, Gasthalter serves clients worldwide. You can learn more at www.gasthalter.com.

Gasthalter is an Equal Opportunity Employer.

Responsibilities:

- Working with a team to provide strategic communications support and counsel to a diverse selection of clients.
- Assisting in developing and executing comprehensive corporate positioning, traditional and social media, and reputation management programs.
- Monitoring social listening platforms and creating reports for relevant mentions in real-time.
- Helping develop and generate visual designs for digital needs using existing clients' brands.
- Maintaining a deep knowledge of social and email platforms – understanding and articulating best practices with our Digital Strategist on client needs.
- Collaborating on creating communication plans and contributing with data-driven digital tactics.

- Working with the Digital Strategist to create, design, and generate social media programs for brand and executive pages.
- Project managing weekly social content, client feedback, and publishing through content calendars, maintaining all updates and changes.
- Liaising with client contacts via email and phone.

Skills & Qualifications:

- Experience in corporate communications or marketing-focused roles, financial services, legal- or asset management-related communications preferred.
- Impeccable attention to detail, high standards for work product, and ability to manage time effectively and efficiently.
- Excellent multi-tasking, analytical, research, written and verbal communication, and organizational skills.
- Ability to work in a growing, entrepreneurial, and collaborative team environment with enthusiastic, high energy and a “can do” attitude.
- Proficiency in Microsoft Office including Word, PowerPoint, and Excel.
- A proficient knowledge of type, layouts, and use of color with excellent typography and design skills.
- Proficiency in using design tools such as Adobe Creative Suite, Sketch, and Figma.
- Familiarity with email programs such as Mailchimp, Constant Contact, Pardot, and Salesforce Marketing Cloud.
- Strong analytical skills and experience with analytics programs, such as Google Analytics and Google Data Studio.
- Basic understanding of HTML and CSS.
- Exceptional written and verbal communications skills.
- Interest in corporate/strategic communications, investment management, and media relations.
- Natural curiosity and inclination to learn in a fast-paced, exciting environment.
- Strong project management skills, including taking the initiative, prioritizing tasks, and managing multiple projects simultaneously.
- Ability to articulate and convey technical concepts to a mixed audience.
- Passion for building and executing unique, fresh, and thoughtful social media strategies and campaigns across all channels.
- Strong grasp of all basic social media and digital marketing channels and tools, including platform-specific nuances and requirements.

How to Apply:

If interested in applying for this position, please send your resume with a cover letter to careers@gasthalter.com with the subject line “Digital Associate Application – [Full Name]”. Please ensure your cover letter explains your interest in digital communications generally as well as your interest in joining Gasthalter specifically.