

## **Marketing & Business Development Manager - MarksNelson**

### **About the job:**

Are you passionate about marketing and business development? Do you enjoy building things and leaving your mark? If so, consider joining **MarksNelson**, the largest privately-owned public accounting and business advisory firm headquartered in Kansas City. We offer challenging work that gives you a sense of accomplishment - and offer flexibility to balance your work and personal life. At MarksNelson, you'll work alongside subject matter experts with some of the strongest accounting, technology, and business skills in the market. At the same time, you'll be part of a winning culture and thriving workforce. Come help us tell our story, and we'll help move your career forward.

We have an amazing opportunity for you join our team as a Marketing & Business Development Manager! This is a leadership position with the ability to significantly impact our business through brand growth and development.

### **What you'll be doing:**

- Supporting the development of marketing strategy for the firm
- Managing the implementation of the annual marketing plan and calendar of firm-wide activities
- Leading all things "brand", ensuring our brand standards are consistently met and our brand supports the highly relational business approach of our firm
- Assisting with analysis of competitive positioning, revenue streams, and effectiveness of marketing activities
- Interfacing with and directing marketing vendors on various marketing campaigns and/or components
- Conceptualizing, planning, and executing client relationship building events
- Working with HR to create recruiting marketing campaigns consistent with the firm's brand and positioning
- Supervising the marketing department personnel
- Ensuring that internal marketing education is in place and ongoing
- Supporting the firm's strategic industry niche growth teams
- Assisting in the preparation of proposals
- Maintaining a detailed pipeline of client prospects, including tracking and reporting on reasons for won and lost proposals

### **What you'll bring to the role:**

- Bachelor's Degree in Marketing (preferred) or a related field, or equivalent work experience



**MarksNelson**  
**Move Forward**

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- 7+ years of marketing experience in public accounting, banking, finance, or another professional services field is preferred
- Experience in B2B marketing and business development is preferred
- Experience leading and managing teams, with a proven track record of developing talent is preferred
- Ability to work closely with leaders of the firm and develop strong internal relationships
- Excellent written and verbal communication skills, with a thorough understanding of visual communication design and the ability to oversee the work of copywriters and graphic designers
- Strong public relations skills

### **Why MarksNelson?**

We just may be the right firm and the right size for you! We're large enough to offer exciting growth opportunities, but small enough for your contributions to make a big impact.

Our culture values teamwork, ideas, and collaboration. We are a Team that supports one another and values the individual contributions of our employees. We offer competitive compensation, robust employee benefits and an ideal work/life balance. Your career is important to you – and it's important to us too. That's why we focus on providing tools and opportunities that help you reach your career goals.

### **Interested?**

**Please forward your resume to: [recruiting@marksnelsoncpa.com](mailto:recruiting@marksnelsoncpa.com)**