

Direxion, a leading provider of exchange traded funds and mutual funds, is currently seeking a **Senior Marketing Operations Manager**.

This position is based in Direxions' Boston, Massachusetts office.

Senior Marketing Operations Manager

The Senior Marketing Operations Manager (SMOM) will play a crucial role in helping to optimize the effectiveness and efficiency of the firm's marketing operations. This associate will dedicate the majority of his or her time to developing, implementing, and optimizing the firm's suite of marketing collateral, inclusive of brochures, pitch books, product related materials, and certain website content. He or she will work closely with the Product Team, and other members of the Marketing Team through the materials development process to identify streamlined execution to bring materials to market, monitor their ongoing relevance and accuracy, and have ultimate ownership of decisions around what content is in circulation. The ideal candidate will have an acumen for understanding how technology can be used to enhance marketing operations.

This associate will play the role of Content Librarian, and will be responsible for the cataloging and tracking of all firm materials, including maintaining current compliance status, ensuring all obsolete materials are removed from circulation, and all active materials are properly distributed to Sales and other associates. Additionally, the SMOM will play the lead role in monthly, quarterly, and annual material data updates. This highly-motivated person will be relied on as the subject matter expert for all firm collateral and will be expected to work both independently and collaboratively to complete his or her responsibilities which align with the firm's strategic goals.

The responsibilities of the SMOM:

- Primary owner and developer of the firm's product content strategy
- Work closely with the product team and creative team, to define inspiring brand and product messaging
- Serve as project manager for the design and development of all marketing collateral
- Responsible for the maintenance and upkeep of all materials and ensuring that they are all in good standing with all compliance guidelines
- Manage the status and inventory of all active materials and ensure that all obsolete materials are removed from circulation
- Play the lead role facilitating monthly, quarterly, and annual material updates to ensure all data, body copy, and compliance disclosure is current.
- Presentation (pitch book) creation and management as needed for various sales and marketing engagements
- Maintain and enforce the firm's adherence to brand guidelines
- Various project management responsibilities as dictated by the firm's strategic focus

The qualifications needed of the SMOM:

- Bachelor's Degree required with a concentration in marketing preferred
- Minimum of 5 years of previous related work experience, with experience in financial services preferred

- Extensive investment content development background and ability to learn new investment products swiftly. Specific ETF/Mutual fund content development experience preferred
- Excellent written and verbal communication skills, and the ability to take complex investment concepts and convert them into a simplified benefits driven narrative
- Strong project management skills and the ability multi-task on several projects
- Experience working with marketing automation, content inventory management systems, and other relevant marketing technology applications, a strong plus
- Proficient working with the Adobe Design Suite, Microsoft Office applications, with particular expertise with PowerPoint
- An ever present precise attention to detail
- Aptitude to build and maintain strong cross-functional working relationships
- Ability to work effectively under tight deadlines and in high pressure situations

Direxion offers a competitive compensation package with national medical benefits, dental, disability insurance, life insurance and a 401(k) retirement plan, with company matching contributions.