

Production Assistant Job Description

Advisor Perspectives is the leading publisher of online content for financial advisors. Advisor Perspectives has an audience of over 200,000 financial advisors who are delivered content on a weekly and daily basis all through electronic newsletters. Fund companies partner with Advisor Perspectives to deliver their marketing campaigns to our elite and influential audience.

The production assistant's role will require a great ability to multi-task and work independently. Their primary responsibilities will include adding content to the website on a daily basis and developing and producing a daily newsletter, Research Perspectives. In addition to that main task, the production assistant will help the current operations team in maintaining the subscriber database, work with clients to fulfill their campaigns, develop new and creative marketing strategies, and anything else to satisfy client needs and promote company-wide development.

This is a unique opportunity to gain a lot of exposure and responsibility at an established start-up who is experiencing rapid growth.

Job duties include

- Write abstracts and “tags” for a collection of daily commentaries
- Publish daily commentaries to advisorperspectives.com, using Adobe Contribute
- Create the daily Research Perspectives newsletter, using Constant Contact
- Generate readership & traffic reports for contributing commentators, using Constant Contact and Web Trends
- Cleanse Contact database (remove bouncing emails)
- Manage all subscriber requests
- Periodically update readership demographics
- Periodically update benchmark reports for advertising
- Manage internal site traffic documents
- Assist the operations managers directly as a liaison between the clients and our production team

Qualifications

- Task-oriented individual with excellent time management skills
- Ability to manage multiple projects at one time
- Proficient in Microsoft Excel
- Strong communicator and writer
- Ability to work independently
- Familiarity with Constant Contact is helpful, but not necessary
- Bachelor's Degree

Other details

- We are looking for a full time employee to start June 1, 2012
- Full health and dental are included
- 401k plan included

- Salary commensurate with experience

To apply please email a cover letter and resume to careers@advisorperspectives.com