

Director of Marketing

Vista Capital Partners

Vista Capital Partners is one of the leading financial advisors in the Pacific Northwest and has become a career destination. Our unique investment philosophy, standard-setting client services, career-pathing, and engaging workplace culture help to attract and retain top talent. Our core purpose is to build happier and more prosperous lives.

Our vision is to become Oregon's Most Admired Employer. We believe that a diverse, equitable and inclusive culture enhances both the employee and client experience. We bring our full and authentic selves to work every day and are committed to a culture of continuous growth and development. Financial security, time to enjoy life, and opportunities to build connection and give back help to ensure our employees are living their best life.

In support of our vision, we are hiring a Director of Marketing to advance our firm's goals around growth, client experience and employee experience.

Job Summary

The Director of Marketing serves as a strategist and will partner with key stakeholders to execute on our firm's marketing initiatives. We are looking for a positive and collaborative leader who works well in a team environment and can provide superior client service.

Duties and Responsibilities

Key responsibilities include the following:

- Work closely with our Chief Growth Officer and Senior Lead Advisor to generate leads, build our pipeline of prospects, and support our firm's overall growth.
- Work with our Chief Wealth Officer to create a remarkable client experience.
- Work with our Chief People Officer to create a remarkable employee experience.
- Work collaboratively with firm leadership to create an overall marketing plan and strategy, including an annual budget.
- Create trusted and impactful partnerships with firm leaders, influential individuals, and outside organizations to enhance Vista's image, brand and visibility.
- Work with our Chief Growth Officer, Senior Lead Advisor, Partners and Lead Advisors to define their niches and develop a personalized business development plan to leverage their strengths and interests to drive firm growth.

- Responsible for creating and executing a comprehensive marketing, communications, advertising, collateral, and public relations program to enhance Vista's image, grow our brand and broaden our visibility.
- Develop & organize networking and lead generation events.
- Create and maintain our digital presence (website and social media).

Core Values

We will hire the person who best embodies and embraces Vista's core values:

- **Act with Integrity**
Successful relationships are built on trust.
- **Strive for Simplicity**
Keeping things simple allows us to focus on what truly matters.
- **Be Passionate**
An unwavering belief in what we're doing brings out the best in us. Passion inspires and is contagious.
- **Demand Excellence**
Our clients and colleagues deserve our best effort. Always.
- **Enjoy the Journey**
A fun and flexible work environment allows our people to enjoy happy and fulfilling lives.

Qualifications

The ideal candidate will possess the following qualifications:

- Minimum 8 years marketing experience with increasing responsibility, preferably in a professional services firm.
- Bachelor's degree or higher from an accredited college or university in marketing, business, or communications.
- Strong communication skills.
- Desire to work successfully in a small-company, entrepreneurial environment.
- Excellent team player, collaborative & able to work well with others.

Salary and Benefits

Pay and benefits are competitive based on industry standards:

- Salary based on experience
- Bonus

- Profit sharing
- Benefits include health care, paid time off, sabbaticals and 401(k)
- Partial and/or full financial support for professional accreditation/continuing education requirements and other education/training opportunities.

How to Apply

Interested applicants should send their resumes with a cover letter to: Tana Thomson, tana@vistacp.com. Mailing address is:

Vista Capital Partners
9755 S.W. Barnes Road, Suite 595
Portland, OR 97225

We will contact you if we believe your qualifications meet our needs. Thank you!

VISTA CAPITAL PARTNERS IS AN EQUAL OPPORTUNITY EMPLOYER