

May 10, 2018

## Marketing Associate

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Department: **Marketing**

Reports to: **Vice President**

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Location: **Chicago, IL**

Contact: **Human Resources (careers@gcmlp.com)**

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### SUMMARY

The Marketing Associate will be responsible for preparing marketing collateral used to market the firm, its funds and its capabilities. The individual will be responsible for working closely with various internal teams to write marketing content and strategically position the firm. Depending on the candidate's level of experience, the role may also involve some supervisory responsibilities.

This role requires strong written and oral communication skills, the ability to work in a dynamic group environment, analytical skills and project management capabilities. The right candidate must be a thinker and innovator who can collaborate with others to create meaningful and sophisticated marketing collateral.

### RESPONSIBILITIES

The individual will be involved in the following critical activities:

- Create visually appealing and technically rich marketing collateral, which may include presentations, brochures, fund sales support tools, industry thought pieces, market outlook, web content and conference materials, among others.
- Work closely with the firm's Investment, Business Development, Legal and Operations teams to develop content.
- Coordinate internal approvals from members of Senior Management, Business Development, Investment, Legal and Operations, as appropriate.
- Develop and manage internal project timelines to ensure all deadlines are met.
- Manage multiple projects simultaneously.
- Retrieve, analyze and ensure data is accurate and applicable.
- Depending on the level of experience, some supervisory responsibilities, including the review of materials prepared by other team members.
- Manage and coordinate workflow and processes.
- Use Microsoft PowerPoint, Excel, Word and third-party systems to prepare marketing materials.
- Operate in a deadline driven, constantly changing environment.
- Assist with other projects related to marketing campaigns and process/technology improvement.
- Perform related duties as assigned.

### EDUCATION, SKILLS AND EXPERIENCE REQUIREMENTS

The ideal experience and critical competencies for the role include the following:

- BA/BS degree in Finance, Economics, Accounting, Marketing or a related field.
- Alternative investment (hedge fund, private equity, infrastructure and/or real estate) experience is required.
- Minimum of 5+ years of professional experience working within the alternative investment space.
- Marketing experience within the alternative investment industry preferred.
- Strong verbal and written skills and an eye for detail is critical.
- Experience working with Microsoft PowerPoint, Excel and Word required.
- High attention to detail, including solid proofreading skills, is critical.

(GCM Grosvenor reserves the right to add to, delete, change or modify the essential duties and requirements at any time. Other functions may be assigned to the position at GCM Grosvenor's discretion.)

**If interested and qualified for this position, please notify Human Resources.**

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- Strong communication skills with the ability to create effective materials with text, diagrams and graphics.
- Demonstrated team player.
- Excellent project management skills, including the ability to manage multiple projects simultaneously, often under tight deadlines.
- High level of self-motivation, including the ability to quickly learn complex businesses.
- Outstanding decision making and problem solving skills.
- Ability to understand and analyze financial data.
- Demonstrated initiative and ability to work in a fast paced, changing environment.
- High degree of integrity and the ability to recognize the requirements of confidentiality.
- Demonstrated team player, self-starter, and independent thinker.

In terms of cultural fit, the successful candidate will be self-motivated and energized by working amongst a group of thoughtful, smart and successful colleagues. He or she will enjoy being part of an organization focused on excellence and will be a naturally collaborative person who enjoys interacting with individuals at all levels. Additionally, he or she will be a strong team player with a proactive approach and the ability to exercise discretion and judgment.

#### HOW TO APPLY

Interested candidates should submit a letter of interest along with a resume to [careers@gcmlp.com](mailto:careers@gcmlp.com). Please reference **"Marketing Associate, 101351"** in the subject line of the email.

#### ABOUT THE FIRM

GCM Grosvenor is a global alternative asset management firm with approximately \$50 billion AUM in hedge fund strategies, private equity, infrastructure, real estate and multi-asset class solutions. It is one of the largest, most diversified independent alternative asset management firms worldwide. The firm has core expertise in product and custom investment solutions. Its product solutions provide turn-key access to both diversified and specialized alternative investment portfolios. Its customized investment solutions give clients an active role in the development of their alternatives programs.

GCM Grosvenor has offered alternative investment solutions since 1971. The firm is headquartered in Chicago, with offices in New York, Los Angeles, London, Tokyo, Hong Kong and Seoul. GCM Grosvenor serves a global client base of institutional and high net worth investors.

For more information, visit [www.gcmgrosvenor.com](http://www.gcmgrosvenor.com).

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