

Marketing & Communications Associate

ABOUT AGH:

As one of the top 200 CPA and advisory firms in the U.S., AGH has been serving closely held and privately-owned entrepreneurial firms and public sector organizations for more than 80 years. AGH is based in the central U.S., but the firm's reach and specialized expertise available to clients spans the globe. AGH's more than 130 professionals serve as trusted advisors and provide clients with a broad portfolio of tax, assurance and advisory services.

POSITION SUMMARY:

The Marketing Associate supports the firm's business development, branding, and communication efforts by executing high-quality marketing tactics across multiple channels.

ESSENTIAL RESPONSIBILITIES:

Proposals & Presentations

- Coordinate, produce and track proposals and presentations that effectively communicate the firm's capabilities and differentiators.
- Maintain proposal and presentation content libraries (including bios, firm information, and images) and design templates.
- Assist in developing materials from concept to final production, ensuring accuracy, clarity, and brand alignment.

Content & Digital Marketing

- Assist with marketing content such as blogs, articles, website copy, emails, and promotional assets.
- Produce short-form videos and images for social media, webinars, and internal communications.
- Manage updates to the firm's website, ensuring accuracy, SEO optimization, consistent messaging, and visual brand standards.
- Build and deploy email marketing campaigns (e.g., client onboarding, news alerts, event invitations, automated sequences) using platforms such as HubSpot, Active Campaign, or Mailchimp.
- Develop, schedule, and track organic and paid social media content to increase reach and engagement with target audiences.

Webinars & Events

- Coordinate, promote, and produce firm-hosted webinars, client events, industry conferences, and community sponsorships.
- Manage logistics such as registrations, communications, collateral, guest lists, and post-event reporting.
- Track leads and follow-up actions to ensure proper business development workflow.

Internal & Employee Communications

- Support internal communication initiatives, including newsletters, announcements, intranet resources, and employee engagement efforts.

Brand & Design Support

- Create layouts and designs for marketing collateral, presentations, and digital assets using Adobe Creative Suite and other design tools.
- Help maintain the firm's visual identity and brand standards across all materials.

Analytics & Administration

- Track and report on marketing metrics such as proposal status, campaign engagement, website performance and event ROI.
- Maintain CRM data, mailing lists and content archives.
- Support award submissions, media opportunities and community engagement initiatives.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, journalism, or another related field
- One to three years' relevant marketing experience, ideally within a professional services environment
- Strong writing, editing, and proofreading skills with attention to tone and accuracy.
- Proficiency in Microsoft Office Suite (Word, PowerPoint, Excel, Outlook) and marketing tools such as HubSpot, Active Campaign or Mailchimp; Sprout Social or social scheduling platform; newswire services; Survey Monkey, etc.
- Experience with WordPress or similar website CMS; knowledge of SEO principles and/or Google Analytics a plus.
- Working knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Adobe Express.
- Experience with basic video editing and production tools (e.g., Adobe Premiere Pro, Express, CapCut or similar). Comfortable shooting short videos and photos for social media and internal use.
- Familiar with webinar platforms such as GoToWebinar or similar providers.
- Excellent organizational skills and ability to manage multiple deadlines simultaneously.
- Collaborative, proactive and detail-oriented, with a service mindset.

WHY WORK FOR US:

At AGH, you will find an environment where good work is rewarded, and growth is valued. AGH offers competitive wages to qualified individuals and the opportunity to grow professionally and personally through diverse work experience and formal training. Our top five people initiatives are:

- A challenging variety of work in a continuous learning environment
- Career/life integration
- Flexible work environment with great opportunity for advancement
- Ability to make a difference with clients and influence the AGH culture
- Individualized career pathing