



Title: Digital Marketing Specialist
Classification: Full-time exempt; hybrid; remote for the right candidate
Department: Marketing
Reports to: VP of Marketing

FP Transitions Introduction: At FP Transitions, our team is dedicated to helping wealth advisory firms identify, build, and realize value. We are driven by innovation, collaboration, client-centricity, and objectivity. We are entrusted with mission-critical moments and drive life-altering business decisions. Join us in our mission to make a significant impact on the wealth advisory industry.

Role Summary:

The Digital Marketing Specialist will lead and expand our digital outreach initiatives. This role is responsible for all things digital, encompassing a wide range of responsibilities including social media, paid campaigns, website content, and digital analytics. The ideal candidate is a tech-savvy storyteller with a strong grasp on branding, digital tools, and content strategy, ready to take ownership of digital engagement from conception to execution.

Essential Functions:

Social Media & Content Marketing

- Develop and manage multi-platform content calendars for LinkedIn, Instagram, YouTube and more.

Email & Campaign Management

- Create and manage email campaigns including newsletters, drip campaigns, and event promotions.
- Use HubSpot CRM for segmentation, personalization and performance tracking.
- Partner with sales and leadership for campaign coordination and follow-up communications.

Digital Advertising & Website Management

- Support or lead PPC campaigns across Google Ads and Microsoft Advertising platforms.
- Coordinate YouTube channel content, ads, and analytics.
- Edit and maintain website content using HubSpot COS. Basic knowledge of HTML and CSS is a plus.

Marketing Analytics & Optimization

- Develop dashboards to track, analyze, and report on campaign performance and digital KPIs.
- Recommend improvements based on data insights and A/B testing.
- Contribute to SEO/AEO strategy in collaboration with internal and external partners.

Event & Partner Support

- Coordinate digital promotion and follow-up for live and virtual events.
- Support content and digital assets for industry partnerships and internal campaigns.



Preferred knowledge, skills, and abilities:

- Familiarity with B2B marketing in the financial or professional services sector.
- Web design or UX writing experience.
- SEO and AEO optimization.
- Video editing or webinar platform coordination.

Education and Experience:

- Bachelor's degree in Marketing, Communications, or related field.
- Demonstrated experience executing multi-channel digital marketing strategies.
- Prior B2B marketing experience preferred.

Compensation and Benefits:

- \$65,000.00 to \$80,000.00 DOE.
- Medical, Vision, Dental, 401k with 25% employer match.
- Company lunches, snacks, team-building events
- Company holidays (including employee's birthday) and accrued PTO.

Physical Factors and Working Conditions: Professional office environment, hybrid remote possible with manager's approval, minimal travel required.

