

Location: Omaha, Nebraska

The Director of Marketing is an exciting opportunity for a seasoned marketing professional to join Weitz Investment Management, a boutique, entrepreneurial firm based in Omaha, Nebraska. With approximately \$4 billion in assets under management, the firm manages mutual funds and offers separately managed accounts for individuals and institutions.

The position is responsible for leading and managing our company's marketing strategies, resources and initiatives, including all external communications, promoting Weitz Investment Management and products and services, supporting and enhancing the Weitz brand, as well as supporting sales distribution activities and initiatives. This position will work closely and collaborate with the Sales Team, Client Service, Investment Team, IT and Compliance.

Essential Functions

- Direct the firm's marketing strategies across all channels
- Establish and manage the overall marketing budget
- Develop, manage and lead the marketing team, including directing staff, training and performance evaluations
- Apply sound industry and product knowledge to highlight and position the Weitz investment solutions in innovative and impactful ways
- Collaborate internally to build and maintain a suite of marketing materials, including business-building ideas, brochures, pitch books, presentations and commentaries for all strategies / products
- Manage the firm's production of firm / fund profiles, fact sheets, tear sheets, quarterly commentary, client reports, annual / semi-annual and quarterly reports and pitch books
- Manage and direct Weitz Investments' digital presence, including website, systems integration, social media, email marketing and mobile apps
- Establish and maintain a consistent corporate / brand image throughout all external communication and promotional material
- Develop and implement brand and promotional activities, including creative advertising, digital and print marketing and conference and trade show collateral and displays
- Establish and maintain relationships with key vendors (including sales / marketing technology, data and graphic design partners) and industry influencers
- Develop and refine marketing effectiveness measures, including marketing score card or dashboard
- Evaluate competitive landscape, including products and marketing activities of competitors

Skills

- Highly motivated, self-starter with excellent verbal and written communication skills
- Skilled in managing a team and working collaboratively and effectively with others
- Strong mix of technical and marketing experience
- Sound understanding of equity and fixed income markets, investment processes, investment products and services, with the ability to quickly understand and articulate Weitz's investment process, its mutual funds and strategies and its advantage
- Ability to manage multiple priorities and coordinate and manage internal and external resources to accomplish strategic and tactical marketing objectives and initiates in an organized and timely fashion
- Strong presentation skills

Education & Experience

- Bachelor's degree in Marketing or Communications or similar field
- A minimum of seven years of experience managing a marketing team, or related experience and/or training or equivalent combination of education and experience
- Proven track record of creativity, execution and resource management to drive product marketing and manage coordinated campaigns including branding, sales, digital marketing, advertising and public relations
- Experience with website CMS and backend integration with Salesforce
- Knowledge of modern and current digital marketing strategies, metrics and practices, including social media
- Knowledge of creative, web development and SEO best practices
- Experience using Adobe Creative Cloud products
- Series 6 or 7 and Series 24 or 26 licenses preferred

Please apply by submitting your resume to careers@weitzinvestments.com.

About Weitz Investment Management

Founded by value investor Wally Weitz in 1983, Weitz Investment Management, Inc. is a boutique, employee-owned asset management firm headquartered in Omaha, Nebraska. Over the past three decades, Weitz has leveraged its research-driven approach to capitalize on opportunities that arise out of market inefficiencies. Decisions are backed by thorough research, logical strategies, extensive debate and our team's personal commitment to long-term results. The Weitz team builds and manages concentrated, high-conviction, actively managed portfolios. Through bottom-up, proprietary research that emphasizes fundamentals, we focus on creating positive results over the long term. We offer a variety of options for investors with different goals and preferences, including equity and fixed income investment strategies.

We offer all employees competitive compensation and benefits including medical, dental and vision coverage, as well as parental leave, paid time off, on-site gym access, and a very generous qualified profit sharing plan.

Compensation includes salary and discretionary cash bonus and will be commensurate with experience.