

Status: Non-Exempt
Reports to: Dir of Marketing
Location: Omaha, NE

Marketing Coordinator / Graphic Designer

About the Position

Reporting to the Director of Marketing, the Marketing Coordinator / Graphic Designer will be responsible for a broad range of duties from marketing workflow management to brand administration. The ideal candidate is technologically savvy, design driven, and detail oriented. Responsibilities include:

Marketing Coordinator

- Maintain project management system and vendor relationships.
- Monitor and coordinate project workflow from project intake to completion.
- Initial point of contact for marketing requests ensuring projects are captured and timelines understood.
- Create actionable project dashboards and reports.
- Administer marketing content calendar providing transparency to sales and service teams.
- Oversee event planning logistics related to conferences, meetings, holiday mailings, and other special events.
- Collaborate with marketing team members to effectively utilize marketing automation tools.
- Update existing marketing material utilizing automation tools and/or manual processes.
- Manage the purchase and inventory process for branded merchandise in compliance with internal and partner firm requirements.
- Contribute to planning, development, and implementation of marketing initiatives.
- Assist with department budget development and tracking.
- Assist in basic proofreading of content, including data tables and charts.

Graphic Designer

- Design and manage the production of digital and print marketing materials including template-based and custom-designed materials such as social media graphics, email marketing templates, web layout, print ads, presentations, signage, brochures, and more.
- Steward the firm's brand identity by providing guidelines and oversight to ensure proper execution.
- Collaborate with marketing team to conceptualize and create new content across print and digital media.
- Collaborate with Digital Experience Manager to evolve website design and optimization.
- Apply lessons from SEO, web traffic, email, and social media data to optimize design.
- Identify trends (design, marketing, industry) and present new ideas.

Qualifications

- Bachelor's degree required in marketing, advertising, graphic design, or similar.
- 3-5+ years of relevant experience.
- Proficiency with Adobe Creative Cloud and Microsoft Office products.
- Production skills and print knowledge to create materials of highest quality.
- Applied knowledge of HTML/CSS and content management systems.
- Experience in using email marketing systems (e.g., HubSpot, MarketingCloud, etc.).
- Experience in using project management systems (e.g., Wrike, Basecamp, Trello, etc.).
- Ability to work collaboratively and effectively across the organization.
- Excellent organizational and time management skills to handle multiple projects simultaneously within deadlines.
- Fluency in social media marketing, including Facebook, Instagram, LinkedIn and YouTube.
- A passion for client service and the ability to communicate professionally and diplomatically, even in challenging situations.
- Desire to contribute to a small office environment, which requires being proactive and willing to roll up sleeves and "get things done."
- Meticulous attention to detail and accuracy.

Status: Non-Exempt
Reports to: Dir of Marketing
Location: Omaha, NE

Please apply by submitting resume by e-mail at 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 bonus and will be commensurate with experience.