

Digital Experience Manager

Reports to: Vice President, Director of Marketing and Client Experience

Location: Omaha, NE

About the Position

Reporting to the Director of Marketing, the Digital Experience Manager will be responsible for the planning, development and execution of a wide range of digital experiences including our corporate website and content management system, digital campaigns, social media programs, and demand generation initiatives. The Digital Experience Manager will be responsible for managing email, display and pay-per-click campaigns leveraging retargeting and marketing automation techniques that result in measurable demand generation. This position will work closely with internal partners to optimize our use of CRM (Salesforce) and marketing automation (HubSpot) tools and develop analytics reports and processes that deliver insights aimed at optimizing campaigns.

Essential Functions

- Lead web content updates, page development, and maintenance utilizing Content Management Systems (CMS) and related tools.
- Manage all product data/file loads to external and internal websites, ensuring completeness and accuracy.
- Lead our social media efforts, seeking opportunities to grow our reach via social networks.
- Collaborate with internal partners to develop a cohesive email marketing strategy.
- Serve as the steward for marketing data and act as a liaison to IT for Content Relationship Management (CRM) and Business Intelligence (BI) projects.
- Collaborate with internal partners to improve the effectiveness of Salesforce/HubSpot seeking to more deeply integrate data collected from digital marketing campaigns.
- Work with internal partners to develop key performance indicators (KPIs) for digital assets and campaigns, measure and report performance, and identify opportunities.
- Manage search engine optimization (SEO) initiatives, auditing and optimizing current content.
- Assist in the development of Search Engine Marketing (SEM) and paid media efforts and recommend adjustments based on analytical evidence.
- Creatively contribute to planning, development and implementation of marketing campaigns.
- Proactively scope and present new ideas to improve digital experience and optimization.
- Work closely with digital agency partners, developing scopes of work and overseeing budget.
- Identify digital design and content trends and collaborate with marketing department peers to present new areas of opportunity.
- Ensure accuracy and adherence to legal/regulatory requirements through all digital channels.

Qualifications

- Bachelor's degree required, preferably in Business, Digital Marketing or related field.
- 5+ years of relevant digital marketing experience.
- Experience in the financial-services industry preferred.
- Strong understanding of user experience (UX) principles and strategies, user-centric research, design and testing, and mapping content and experiences against target persona.
- Analytical skills with the ability to analyze data for insights.
- Proficiency with Adobe Creative Cloud and Microsoft Office products.
- Experience with Google Analytics and Google Tag Manager.

- Experience working with a CMS tool (i.e. Fundsys, WordPress, Sitecore)
- Experience working with a CRM platform (preferably Salesforce).
- Experience working with a marketing automation tool (i.e., Marketing Cloud, Pardot, HubSpot).
- Experience working with online advertising programs (i.e., Google AdWords, Bing Ads).
- Practical understanding of HTML and CSS.
- Up to date with the latest trends and best practices in digital marketing and measurement.
- Excellent communication and influencing skills with ability to build relationships with internal and external partners.
- Excellent organizational and time management skills to handle multiple projects simultaneously within deadlines.
- Experience with mutual funds and/or other investment products highly desirable.

Effective January 1, 2022, all successful applicants for positions with Weitz Investments must be fully vaccinated against COVID19 as a condition of new and continued employment and provide proof of current vaccination status prior to commencement of employment, unless legally entitled to a reasonable accommodation related to a religious or medical exemption. Evidence of receipt of subsequent booster doses may be required of applicants and throughout employment at Weitz Investments' discretion, and/or if recommended by the CDC.

Please apply by submitting resume to Lori Dorsey, Vice President, Director of Marketing & Client Experience, 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.

Weitz Investments is an equal opportunity employer. We desire to foster a culture of inclusion that we believe drives better outcomes for our clients, colleagues, and community. We evaluate qualified applicants without regard to any protected attribute, including race, religion, color, national origin, gender, sexual orientation, gender identity, gender expression, age, marital or veteran status, pregnancy or disability, or any other basis protected under applicable law. In accordance with applicable law, we make reasonable accommodations for applicants' and employees' religious practices and beliefs, as well as any mental health or physical disability needs.