

# Financial Writer and Content Marketing Manager

## About the Position

As the Marketing Content Manager, you will be a key player in our marketing team, responsible for crafting compelling, timely, and relevant financial content across multiple channels. Reporting to the Director of Marketing, you will collaborate with internal experts to translate complex investment concepts into clear, impactful messaging that resonates with our target audience, particularly financial advisors. You will also drive the content strategy, ensuring consistency, creativity, and alignment with business goals. This position requires on-site work at the Omaha office each week.

## Key Responsibilities

- **Content Strategy & Development:** Partner with Client Portfolio Managers, Portfolio Managers, and Sales teams to develop and execute a content strategy that drives engagement and conversion across various platforms.
- **Creative Content Production:** Continuously educate yourself on industry trends. Brainstorm, research, and contribute ideas for content that is of interest to the target audience. Generate innovative content ideas and create engaging materials, including presentations, sales literature, market commentary, web content, emails, social media posts, and videos.
- **Audience Engagement:** Understand our audience's needs and preferences and adapt your writing style to the target audience's level of expertise, using data and insights to create content that guides prospects through the marketing funnel.
- **SEO & Analytics:** Leverage SEO best practices, web traffic data, and social media analytics to optimize content performance and enhance our digital footprint.
- **Compliance Collaboration:** Ensure all content adheres to company, SEC, and FINRA regulations by proactively coordinating with legal and compliance teams.
- **Quality Assurance:** Act as a content quality gatekeeper, providing writing and editing expertise to maintain the highest standards in all materials.
- **Project Management:** Utilize project management tools to efficiently manage content production schedules and deliverables, ensuring timely completion.

## Qualifications

- Bachelor's degree required, preferably in Communications, English, Business, or Finance.
- 5+ years of professional writing experience, preferably within in the financial- services industry, ideally with a strong grasp of both equity and fixed-income asset classes.
- Well versed in a wide range of financial products and accustomed to describing financial markets, products, and economic activity in clear, direct language.
- Demonstrated ability to craft concise, compelling content that addresses client needs and accurately reflects underlying market data and investment concepts.
- Experience in creating effective content for digital media, including websites, emails, social media and videos.
- Ability to incorporate feedback effectively from a variety of stakeholders.
- Strong organizational and time management skills, with the ability to manage multiple projects simultaneously and create and meet deadlines.
- Superior grammar and editing skills, with an eye for detail.
- Solid understanding of the asset management regulatory environment.
- Ability to interact with a diverse group of senior stakeholders.
- Proficiency with Microsoft Office products (Word, Excel, PowerPoint).
- Flexibility to work beyond standard business hours during peak periods or as needed.

## Preferred Skills

- SEO
- Research & market analytics
- CMS
- Technical writing
- Financial writing
- Knowledge of investments
- Content strategy & planning
- Organization and time management

**Please apply by submitting resume by e-mail at [careers@weitzinvestments.com](mailto: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 four 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. **Weitz offers a hybrid work environment (2-days remote/3-days onsite)**. Compensation includes salary and bonus and will be commensurate with experience.