

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

Marketing Coordinator

About the Position

Reporting to the Director of Marketing, the Marketing Coordinator will be responsible for a broad range of duties from marketing workflow management to data and design updates. The ideal candidate is a highly motivated self-starter who is technologically savvy, data-driven, and detail oriented. Responsibilities include:

Essential Functions

- Maintain project management system and vendor relationship.
- 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.
- Collaborate with marketing team members to effectively utilize marketing automation tools (HubSpot, Web CMS).
- Administer marketing content calendar providing transparency to sales and service teams.
- Manage, monitor, coordinate, take appropriate action, and provide appropriate response to organizational email box.
- Create and update monthly, quarterly and ad-hoc marketing assets (print and digital) utilizing automation tools and/or manually.
- Oversee event planning logistics related to conferences, meetings, holiday mailings, and other special events.
- Manage the purchase and inventory process for branded merchandise in compliance with internal and partner firm requirements.
- Collaborate with Digital Experience Manager in analyzing SEO, web traffic, email, and social media data to optimize user interface.
- Assist with department budget development and tracking.
- Contribute to planning, development, and implementation of marketing initiatives.

Qualifications

- Bachelor's degree required in marketing, advertising, communications, or similar.
- 1+ years of relevant experience.
- Experience with Adobe Creative Cloud, Canva and Microsoft Office products.
- Production skills and print knowledge to create materials of highest quality.
- Familiar with 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, Jira, 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.

Please apply by submitting resume by e-mail at careers@weitzinvestments.com.

About Weitz Investment Management

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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.