

JOB DESCRIPTION

DEPARTMENT: Sales Team

DATE: 4/22

POSITION: Sales Content and Campaign Manager

REPORTS TO: VP of Sales

SUMMARY:

The Sales Content and Campaign Manager is responsible for performing qualitative and quantitative market analysis, interpreting findings, and making recommendations based on the results and help enhance Heartland's marketing strategy. They will play a critical role in creating and driving marketing and sales campaigns and content in close connection with the sales team, including messaging and content for professional buyers. This individual will also have a comprehensive understanding of our singular value investing approach and market trends, and how those translate into Heartland's marketing strategy. Experience in the investment management industry preferred.

ACCOUNTABILITIES:

- Foster active, working relationships with sales and investment teams to assist with the development of marketing materials that support Heartland's proactive marketing strategy and elevate Heartland's brand and market positioning.
- Conduct research to assist with the development of marketing materials based on working knowledge of Heartland's products and market trends that convey our perspectives while highlighting our investment process and philosophy.
- Maintain an external lens by analyzing the marketing efforts of industry peers to stay on top of latest marketing trends in the investment industry and help Heartland maintain and enhance the effectiveness of its marketing efforts.
- Sales and distribution campaign management:
 - Work with third party writer to create content for sales and distribution campaigns.
 - Monitor lead generation created from campaigns.
 - Gather data from various marketing analytics tools such as Google Analytics and Pardot.
 - Analyze and interpret the data to make future recommendations.
- Manage RFP and due diligence response process to ensure timely and accurate distribution of information.
- Populate and maintain product data and narratives in external databases utilized by professional buyers.
- Assist with producing quarterly commentary, factsheets, and marketing process.
- Various other duties as assigned.

REQUIREMENTS:

- Bachelor's degree in business, finance, marketing or communications.
- At least 3-5 years of comparable marketing experience in financial services industry.
- Experience in creating sales/distribution campaigns with identifiable lead generation.
- Demonstrated success in setting priorities, managing to deadlines, multi-tasking and exhibiting flexibility in order to capitalize on ad hoc marketing opportunities in a quality manner in a fast-paced environment.
- Ability to work successfully in a team-based environment and with various departments, levels of management and within regulatory guidelines.
- Technical expertise in investment analytics, performance analysis, reporting, market data charting; familiarity with investment industry research tools, including Bloomberg, FactSet, Morningstar, and Lipper, a plus. In depth familiarity and knowledge of Salesforce/Pardot is necessary.
- Excellent written and oral communication skills.
- Strong interpersonal, problem solving, research and analytical skills, and superior attention to detail.
- Proficient in Microsoft Office product suite, with expertise in Excel a must.