

Strategic Content Lead

Ficomm Partners (“Ficomm”) is an integrated communications consulting firm serving financial services companies with a #NewSkool approach, specializing in the independent financial advisory and wealth management communities. Our strategic communications programs include branding, marketing, digital outreach, public relations, business consulting, and advisor education.

Ficomm’s clients include independent registered investment advisory (RIA) firms.

At Ficomm, our competitive advantage is built on the strength of our relationships and our reputation in the industry, our enjoyment collaborating with each other and for what we do, and our desire to build a new and improved communications approach. Our culture is collaborative, high-intensity, and fully engaged, which we maintain by investing in highly motivated, enthusiastic people interested in being a part of something different and exciting.

OUR VALUES

Integrity Without Compromise

We keep our word, do what we say, and always strive to do the right thing every day.

Intentionally High Standards

We're high performers with high expectations for ourselves, our work, and our clients. We create an environment where all Ficommers can continuously perform at the top of their game, recharge when they need it, and come back twice as strong.

Tenacious Growth Mindset

Complacency has no place here. We are constantly seeking forward-thinking, disruptive, and innovative ideas to drive internal and external growth. We're tenacious about this, even when it's hard, because that is when the real growth happens.

Earned Optimism

Our genuine optimism comes from our confidence. We know exactly what's possible because we know what we're capable of. That confidence lifts our clients and our coworkers and reassures them we can do almost anything, because we bring everything we've got to the table.

Team Before Self

We're happy to leave our egos at the door, humbly accept feedback, learn with enthusiasm, embrace the gifts that others bring, and work together toward a common goal.

Industry Believers

We're obsessed with our industry and possess a genuine belief in the power of financial advice to do good.

POSITION OVERVIEW

Ficomm is seeking a skilled and versatile **Strategic Content Lead** to play a critical role in client delivery—primarily through content creation. As a key contributor within our integrated “tribe wheel” model, this role partners closely with Strategic Leads, Client Success Leads, and cross-functional teammates to drive high-quality execution and service across our financial services clients.

This position is ideal for a marketing professional who is a confident and efficient writer, able to draft client-ready content with minimal oversight. You should thrive in a collaborative, fast-paced environment

and be passionate about translating strategy into words that resonate. While content development is the primary responsibility, this role also includes mentoring team members and supporting the integrated workflow that powers our client experience. It's a strong fit for someone on the path to becoming a Strategic Lead.

WHAT WE'RE LOOKING FOR

- **Content Creation First:** Own content development across client accounts—drafting emails, web copy, social posts, and thought leadership to ~80% completion, giving Strategic Leads a strong foundation to refine.
- **Mentorship & Team Elevation:** Coach and guide Client Success Leads to improve content execution and alignment with overall strategy. Elevate the work of the broader team.
- **Execution-Strategy Bridge:** Understand how tactical content connects to strategic client objectives. Bring forward-thinking support that aligns with long-term goals.
- **Client-Ready Agility:** Confidently step into accounts with little ramp-up. Adapt quickly to team dynamics and contribute to momentum during transitions or surges.
- **Proactive Communication:** Spot issues or needs before they arise. Keep internal and client teams in sync through clear, proactive updates.
- **Collaborative Connector:** Work cross-functionally to align efforts, maintain quality, and ensure successful outcomes.
- **Professional Presence:** Communicate clearly and calmly under pressure, representing Ficomm with polish and emotional intelligence.
- **Growth-Minded:** You're coachable, adaptable, and excited to evolve toward a future Strategic Lead role.

RESPONSIBILITIES

- Develop compelling marketing content (emails, social posts, web copy, and thought leadership) across client accounts, drafting to ~80% completion for strategic review.
- Serve as the primary content engine on key accounts, translating strategic direction into client-ready deliverables with minimal oversight.
- Provide mentorship and feedback to Client Success Leads on content quality, tone, and alignment with strategy.
- Support Strategic Leads in bringing integrated marketing strategies to life through consistent, well-executed content.
- Step into accounts as needed with agility—quickly understanding client context and maintaining workflow continuity.
- Identify upcoming client needs or potential execution risks early; proactively communicate to keep deliverables on track.
- Collaborate cross-functionally with client success team members to ensure alignment across all touchpoints.
- Maintain high standards of professionalism and polish in all client-facing interactions.
- Bridge tactical execution and strategic goals—ensuring content not only gets done, but gets results.
- Demonstrate curiosity, initiative, and ownership that reflect growth potential into a future Strategic Lead role.

QUALIFICATIONS

- 4–6+ years of experience in marketing, communications, or a related field, preferably within a client services or agency environment.
- Proven ability to create clear, compelling content across formats (email, social media, web, thought leadership) with minimal editing required.
- Strong writing, editing, and storytelling skills with attention to voice, tone, and structure—particularly for professional services audiences.
- Experience working within or alongside cross-functional marketing teams

- Ability to mentor others—giving constructive feedback and raising the overall quality of team deliverables.
- Excellent organizational skills; able to juggle multiple projects, deadlines, and client needs at once.
- High emotional intelligence with strong interpersonal and communication skills—especially in client-facing or team leadership scenarios.
- Comfort navigating ambiguity and shifting priorities in a fast-paced, collaborative environment.
- Familiarity with financial services or B2B professional services a plus, but not required.
- Growth mindset: openness to feedback, desire to improve, and ambition to grow into a more strategic leadership role over time.

QUALIFIED APPLICANTS

Please send your resume and cover letter illustrating why you're the right fit for Ficomm Partners to connect@Ficommpartners.com.