

Content Director | Job Description

POSITION OVERVIEW

We're looking for a Content Director to drive content creation across client accounts. This role is perfect for a skilled writer who can turn strategy into compelling copy — and wants to play a bigger role in connecting tactical execution to big-picture marketing goals.

You'll work closely with Strategic Account Leaders and creative teammates to develop client-ready content (emails, web copy, social posts, thought leadership) that moves projects forward. Beyond writing, you'll help mentor junior team members, spot improvement opportunities, and ensure content consistently aligns with strategy.

This is an excellent fit for someone comfortable drafting strong first versions with minimal oversight and who sees their career path moving toward account strategy and leadership. It's a strong fit for someone on the path to becoming a Strategic Account Lead.

RESPONSIBILITIES

- **Create content that connects.** Draft emails, web copy, social posts, and thought leadership pieces that give clients a clear, polished foundation.
- **Be the content engine.** Serve as the go-to content creator (both written and using emerging technologies to support the work) on key accounts, translating strategy into client-ready deliverables.
- **Mentor others.** Provide feedback and coaching to account team members on content quality and voice.
- **Bridge execution and strategy.** Ensure content aligns with client objectives and business goals, not just deadlines.
- **Adapt quickly.** To maintain momentum, step into new accounts or projects confidently, even midstream.
- **Proactively communicate.** Spot risks or gaps early and keep clients and teammates aligned.
- **Collaborate across teams.** Work with account managers, strategists, and creatives to deliver integrated campaigns.
- **Find smarter and more innovative ways to work.** Look for opportunities to improve workflows, leverage new tools (including AI), and make content delivery more efficient without sacrificing quality.
- **Represent Ficomm.** Communicate with clarity and professionalism in every client-facing interaction.

QUALIFICATIONS

- 2-5+ years in **marketing, communications, or content development** (agency experience a plus)
- Strong portfolio of writing across formats — email, social, web, and thought leadership
- Excellent editing and storytelling skills with attention to tone and structure
- Experience working within cross-functional marketing teams
- Ability to mentor junior colleagues and raise the quality of team deliverables
- Strong organizational skills and ability to juggle multiple projects
- High emotional intelligence and interpersonal skills
- Comfort with fast-paced environments and shifting priorities
- Knowledge of financial services or B2B professional services is a bonus (but not required)

- A growth mindset and ambition to move toward account strategy and leadership over time

ABOUT FICOMM

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

Ficomm’s clients include independent registered investment advisory (RIA) firms, financial advisor practices, and large financial advisory teams.

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 approach to marketing, enabling growth for our clients. 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 needed, and return twice as strong.

Tenacious Growth Mindset

Complacency has no place here. We constantly seek forward-thinking, disruptive, 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.

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.

HOW TO APPLY

Send your resume and a quick note about why you’re excited to work with Ficomm Partners to connect@ficommpartners.com. We’d love to hear from you.