

Content Director

Job Title: *Content Director*
Reports To: *COO*

Overview

The White Coat Investor, LLC, founded in 2011, is a privately held, family-owned, small but rapidly growing multi-media company. Its mission is to increase financial literacy and discipline among high-income professionals, particularly doctors, while connecting them with best-in-class providers of financial services. It is widely respected and the dominant company within its niche, serving hundreds of thousands every month.

The Content Director position is a full-time salary position within this amazing company.

Duties and responsibilities

- Manage the WCI content schedule and production across written, audio, video, and social media platforms
- Oversee and manage the content team including WCI staff writers, editorial staff, regular columnists, and guest posters
- Layout, edit, and schedule regular blog posts, podcast show notes, and newsletters
- Cooperate with Search Engine Optimization team to create, update and revise previously produced content
- Coordinate with sales, advertising, and promotional staff
- Contribute to new content production as needed

Qualifications

The ideal candidate will be a highly-motivated, self-starter possessing:

- Impeccable integrity
- Extensive editing, writing, and blogging experience
- Previous personnel management experience
- Technology based experience, particularly with Wordpress, spreadsheets, word processing
- General knowledge of Search Engine Optimization (SEO) techniques and practices
- Knowledge of the basics of personal finance and investing as applied to high-income professionals. Applicants should be previous readers of The White Coat Investor blog.
- Entrepreneurial mindset and a willingness to complete whatever tasks are necessary to increase the success of the company and its goals
- Ability to work effectively in a virtual manner with little supervision
- Passion for the company mission
- Ability to communicate effectively, both verbally and in writing
- Ability to organize, prioritize, and multi-task

Working conditions

Occasional travel will be required for WCI Live Conferences and events, but the Content Director will primarily work from his or her own home. It is a full-time employee position that includes health insurance and after one year of employment includes what we consider to be the world's best 401k.

Pay

Commensurate with experience

How to Apply

Send resume and cover letter to jobs@whitecoatinvestor.com. Submit applications by July 10th, interviews to commence shortly thereafter.