

## **JOB DESCRIPTION**

DEPARTMENT: Sales Team  
POSITION: Sales Enablement Specialist  
REPORTS TO: VP of Sales

### **SUMMARY:**

The Sales Enablement Specialist is responsible for performing qualitative and quantitative market analysis, interpreting findings, and making recommendations based on the results and help enhance Heartland's sales strategy. They will play a critical role in creating and driving sales opportunities 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:**

- Conduct research to assist with the development of 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 industry peers to stay on top of latest sales trends in the investment industry and help Heartland maintain and enhance the effectiveness of its marketing efforts.
- 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.
- 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.
- 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.

To submit a resume for this position or to obtain additional information, please email [hr@heartlandfunds.com](mailto:hr@heartlandfunds.com).