



Title: Content Writer
Classification: Full-time, exempt; hybrid; remote for the right candidate
Department: Marketing

Objective:

FP Transitions is seeking a strategically minded Content Writer who can translate complex business insights, financial services trends, and proprietary data into compelling, high-value content. This role requires someone who is deeply integrated into the business who can partner closely with consultants, analysts, and leadership to understand what is happening in the industry and within our own data ecosystem, and turn those insights into timely, relevant, and actionable content for financial advisors.

Role Summary:

The ideal candidate combines content strategy, writing excellence, data fluency, and marketing channel execution. They understand the advisory profession, the M&A landscape, and the unique voice of FP Transitions. They will help us deliver a steady cadence of intelligent content across blogs, emails, guides, video scripts, webinars, reports, and microsites.

Essential Functions:

Content Strategy & Planning

- Develop and maintain a content calendar aligned with business priorities, seasonal trends, and advisor needs.
- Participate in internal planning meetings to understand upcoming initiatives, program updates, valuation trends, and industry shifts while proactively turning these into content opportunities.
- Partner with consultants, financial analysts, and leadership to identify and extract meaningful insights that support storytelling and thought leadership.

Content Creation & Writing

- Write clear, compelling, and authoritative content tailored to financial advisors and firm owners.
- Produce a wide range of formats including:
 - Blogs and articles
 - Email campaigns and nurture sequences
 - Long-form guides, e-books, reports, and whitepapers
 - Webinar scripts, outlines, and presentations
 - Video scripts or short-form reels copy
 - Landing page copy for campaigns and product pages
 - Social media content (primarily LinkedIn)
- Maintain brand voice across all content: professional, trustworthy, and insight-driven.



Data & Insight Interpretation

- Review internal valuation data, benchmarking studies, compensation surveys, survey results, and other proprietary FP Transitions data to uncover trends and stories worth sharing.
- Collaborate closely with the Financial Analytics, M&A, and Consulting teams to understand business performance indicators and external market trends.
- Translate data into digestible content using visual aids, charts, or simplified explanations.
- Work with the marketing team and subject-matter experts to ensure accuracy and clarity in all content.
- Collaborate with the marketing team and external vendors for creative execution across static and dynamic visuals.

Cross-Functional Collaboration

- Attend key internal meetings (valuation updates, state of the market discussions, M&A team meetings, etc.) to understand business activity and upcoming insights.
- Partner with the Brand, Events, and Digital teams on campaign development, webinar promotion, and cross-channel content launches.
- Ensure alignment with sales (internal and external consulting teams) to support lead generation and nurture flow content.

Distribution & Optimization

- Publish content across FP Transitions' digital ecosystem including website, email, microsites, and LinkedIn channels.
- Optimize content for SEO, LLM search, and industry discoverability.
- Partner with Digital Marketing to track performance, engagement, and conversion metrics and iterate based on those insights.

Preferred knowledge, skills, and abilities:

- Strong ability to interpret data, identify patterns, and articulate insights clearly.
- Excellent writing and editing skills with the ability to adopt FP Transitions' voice.
- Ability to translate complex concepts into approachable, engaging content without sacrificing accuracy.
- Comfort collaborating with subject-matter experts and cross-functional teams.
- Familiarity with content management systems (HubSpot experience is a plus).
- Basic knowledge of SEO, email marketing, and content performance analytics.
- Proactive, curious thinker who seeks out storylines and content opportunities.
- High attention to detail with a commitment to accuracy, especially with data-driven content.
- Ability to manage multiple priorities and deadlines in a fast-paced environment.
- Enjoy being integrated into the business and working closely with leadership and analytics teams.



Education and Experience:

- Bachelor's degree in Marketing, Communications, or related field.
- 3-6+ years of experience in content writing, copywriting, editorial strategy, or similar roles.
- Experience in financial services, wealth management, financial planning, or related professional services.
- Proven experience creating content across multiple formats and channels.

Compensation and Benefits:

- \$60,000 to \$80,000 DOE
- Medical, Dental, Vision, 401k with 25% employer match
- Accrued PTO, Company holidays (including employee's birthday)
- Company lunches, snacks, and team-building events.

