

Job Posting: Content Manager

We're looking for someone super passionate and creative to shape our editorial path forward as COMPANY reaches newer audiences and communities. We're looking for a Content Marketing Manager to join our Content Team and help tell the story of those that use PRODUCT everyday. You'll help uncover our best stories, tease out what sets us apart, and highlight the ways we're building COMPANY.

Along the way, you'll help us activate new audiences, and tell the story of how the community has been using PRODUCT, all while debating over whether or not nacho fries deserve a comeback. What you'll be doing. Build a **content marketing roadmap** and **editorial strategy** that **communicates the brand vision**, celebrates the COMPANY community and product, **grows expertise in our category and inspires engagement**.

Create a content marketing strategy and **coordinate daily calendar projects** including **copywriting, asset coordination, and posting to COMPANY editorial channels** Create the voice and tone of our editorial channels such as the blog and community newsletters. Create **visual narratives and imagery for editorial posts, campaigns, and Instagram** Work with Marketing, Community, Art School, Comms, Product Marketing and other teams to curate and develop editorial content to build brand presence Interview users and communities that use PRODUCT and help tell their stories across our marketing channels

Work with our Content Writer to **develop stories** for our official blog. **Brainstorm and research new types of editorial content** we can produce on this channel **Manage talent and contracted services for content marketing campaigns** Track analytics and create reporting for our editorial channels to determine growth, engagement and Return on investment

What you should have

You are a natural storyteller with 4+ years of experience in content marketing Degree in Journalism, Communications or other related fields **Experience creating editorial content and using platforms such as WordPress**. Playful writer and storyteller, when it comes to copywriting and copyediting. **Write clear, direct, and original copy while maintaining the voice and tone of the COMPANY brand** You bring fresh ideas to any project or conversation In-depth knowledge of trends and meme culture You don't mind taking a few risks and you love learning new things

Bonus Points

A deep knowledge of the PRODUCT and audience. Familiarity or experience with NPS or brand tracking Agency experience Experience leading a small team; Multilingual; experience working internationally, with international partners or audiences. **Can eat vanilla ice cream for every meal of the day.**

Key Questions

Who do I need to be for this job?

- Content Marketing & Editorial Expert
- Storyteller & Brand-Vision Specialist
- Educating & Informing

What do I need to do?

- Create a Content Marketing strategy
- Coordinate Daily Calendar Projects (Copywriting, Asset Coordination, posting to channels)
- Create Visual narratives (with the arts team) *don't need to be a visual strategist.
- Research & Create content
- Manage talent & contractors

Competencies I need

- Leadership
- Project Management
- People Management
- Overall content creation and analytics.
- WordPress & Content

Experience/Qualifications I need

- 4+ Years of Experience
- Post-Secondary Degree
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Products I need to create:

- **Blog**
- **Newsletter**
- **Social Media Content**

***Notes:** They want a natural storyteller who captures their tone... and the job posting suggests that they want someone who can be a bit fun.