

Head of Content Marketing

(Company Description & Introduction)

As the Head of Content Marketing, your mission is to deliver amazing content to grow our engaged audience of sales professionals. You will continue to develop, build and establish the primary voice of (COMPANY NAME) and drive conversations that take our brand to the next level.

Responsibilities

- Develop (COMPANY NAME)'s content strategy that is relevant to our champions and builds relationships and trust across every stage of their journey
- Craft smart content distribution plans that reach the buyer at just the right moment
- Ensure engaging, clever, and fun tone of voice for every piece of content that gets launched
- Work with agencies, freelancers and our internal teams to ensure both volume and quality of content
- Own big bet editorial initiatives across blog, video, social, email, and thought leadership/PR
- Bring both journalistic rigor and innovative flair to how we talk to customers through content
- Master the product knowledge and deeply understand the customer's emotional and functional profile to speak value in their language

Qualifications

- 5+ years of Content Marketing strategy and leadership experience in sales tech, consumer tech, or media, high preference for B2B background
- Prefer any four-year marketing or digital technology program, ie. multimedia marketing, marketing communication and marketing management
- Passion for startups and building things from the ground up, possess a natural curiosity
- High bar for quality, brevity, and impressive creativity in writing
- Ability to manage complex editorial calendars and pivot as needed to take advantage of new ideas and market moments