



Content Manager / Social Media

The core function of the Content Marketing Manager is to lead tactical content strategy execution, content production and marketing. A Content Marketing Manager must be well-versed in various content production, publishing, and amplification methodologies. He or she must understand the user-centered content experience along with SEO to drive tactical content strategy development and measure content performance. This position also requires design sensibility to envision how content will be presented or distributed in formats other than text-based articles.

Responsibilities:

- Manages content strategy execution from ideation to completion and measurement
- Manages the execution of high-quality content including: blogs, infographics, explainer videos, case studies, research studies, webinars, emailing campaigns, customers survey and more
- Develops tactical execution plans for content creation and promotion derived from a high-level content strategy
- Performs competitive site reviews and audits that benchmark content breadth, organization and presentation
- Uses creative story-telling and ideation to develop strategic content that guides prospects across each stage of the conversion funnel
- Manages the promotion of content through Social Media and other content promotion avenues
- Provides editorial content and strategic recommendations for projects and functions as an avid editor of all content / Owns quality of deliverables
- Analyzes content campaign performance and reports on relevant KPIs

Requirements:

- Minimum 5 years content strategy design, execution and marketing
- BA/BS degree required (English, Marketing, Communications, or PR)
- Self-Starter
- Working Knowledge of analytical platforms such Google Analytics
- Must be performance driven with a quantitative and analytical mindset
- Excellent oral and written communication skills
- Creative thinking, problem solving and standout idea generating
- Document and marketing collateral design experience a plus
- Experience in Hubspot is a plus

Job Type: Full-time



Salary: \$45K-\$55K /year

Job Location: New Bedford, MA

Applications: Please submit your cover letter and resume to:

Cheryl Labrie, Human Resources at clabrie@nfigcorp.com