

Content Manager



Phone :
Web :

Job Summary

Vacancy :
Deadline : Sep 13, 2024
Published : Aug 13, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Noibu is Canada's Capital city's [fastest-growing technology company](#). We help brands recover millions of dollars in lost sales every day by helping them detect, manage and resolve critical errors on their online store. You may have heard of some of our customers like Levi's, Champion, Air Transat, Guess, and Jelly Belly.

We're a dedicated team, driven by 4 values; Customer Obsession, Quality, Results-Oriented and Accountability. We've been recognized in 2023 as the [Globe and Mail's 8th Fastest Growing Company](#), [12th in Deloitte Technology Fast 500](#), [#2 in Canada for Deloitte's Fast 50 in Technology](#), and [#4 on Forbes Canada's Best Startup Employers](#). If you're interested in joining a team poised for greatness, we hope you'll apply!

About the team and/or role:

As a Content Marketing Manager at Noibu, you'll be the driving force behind our strategy to support demand creation and brand awareness efforts. Your playground includes crafting and executing innovative content, focusing on channels that resonate with our eCommerce personas - Podcasts, webinars, blogs, data reports, case studies, etc.

In this role, you'll be the architect of cross-functional collaboration, working directly with the Director of Marketing, Design Team, Product Marketing Manager and additional outsourced support to help drive our marketing goals.

What You'll be Doing:

The purpose of the content manager role at Noibu is to create and execute on a content strategy that includes supporting the company's retention and acquisition goals across the full funnel. This includes increasing qualified organic traffic, owning organic social media distribution and content creation, repurposing existing content, implementing SEO best practices, and supporting both CS and Sales with enablement materials.

Job Expectations

- **Content Strategy:** Unlocking success through thought leadership, involving a deep understanding of how to provide value to our Ideal Customer Profile (ICP).
- **Content Creation:** Owning the ideation process and execution of content across various channels, with the creation of an ongoing content calendar.
- **Brand Awareness:** Elevating the company's brand awareness within the industry through thought-leadership content, guest blogging, and participation in relevant industry events and communities.
- **Content Maintenance:** Maintaining the updation of all content assets with a regular cadence.
- **Website Support:** Managing Noibu's content management system (CMS).
- **Organic Social:** Owning organic social distribution on LinkedIn - content creation + analytics.
- **Reporting & Content Performance Analysis:** Regularly analyzing content performance metrics such as engagement, conversion rates, and ROI to refine strategies, optimize content, identify areas for improvement and unlock what content success means at Noibu.
- **SEO Performance:** Working with our agency to improve search engine rankings and organic traffic by optimizing content for relevant keywords, implementing best SEO practices, and monitoring performance using tools like GA4, Ahrefs, GSC, etc.
- **Enablement Support:** Drive our enablement content for our CS and AE teams to leverage.

What you'll be measured on:

- Organic traffic
- Organic Social Growth
- Influenced Pipeline
- Attributed Revenue
- SEO Growth

Why should you consider Noibu?

☑ We're working to be Ottawa's next Unicorn

Noibu is going to impact billions of shoppers. By joining our small team on the ground floor, you have the opportunity to do something amazing with us and grow more than you even realize is possible.

☑ Compensation

We're a pay for impact company that is striving to lead the market in regards to compensation. Outside of your base salary, you have access to our Employee Stock Option Plan and potential variable pay or bonus arrangements.

☑☑ Unlimited Time Off & Flexible Working Style

In addition to unlimited time off, we enforce an annual minimum of 3 weeks for all employees and have a company wide holiday shut down every year. Our flexible working style means you get to choose the hours that work best for you.

☑ Benefits from Day 1

Imagine having to wait 3 months into your new job to go to the dentist? Never at Noibu. We hired you. We believe in you, and everyone gets access to all benefits, perks, and allowances from their first day with us ☑

☑ Fun & Engagement

Lots of companies preach having fun, but we seriously do walk the walk. Think things like Monthly Company-Wide & Team-Specific Socials, frequent post-work Happy Hours, and a MAJOR annual Holiday Party ☑

...Plus much, much more.

If you have experience that's close to what we outlined but think you might be missing a couple of things, apply anyway! ☑ What's the worst that could happen? Noibu looks for people with exceptional potential, and we know that this takes many forms.

At Noibu, we are committed to building and fostering an environment where our employees feel included, valued, supported, and heard. We strongly encourage applications from Indigenous people, racialized people, people with disabilities, people from gender and sexually diverse communities and/or people with intersectional identities. If you require any accommodations, please notify us and we will ensure you can participate fully and equally during the recruitment and selection process.

We encourage all applicants to indicate their preferred pronouns on their application (e.g. she/her/hers, he/him/his, they/them/theirs, etc).

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
