

Content Manager



Phone :
Web :

Job Summary

Vacancy :
Deadline : Sep 16, 2024
Published : Aug 16, 2024
Employment Status : Full Time
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

About iLobby Visitor Management:

iLobby is the global leader of SaaS-based enterprise visitor management system, with an easy, reliable and innovative platform that has become an integral part of day-to-day operations for major governments, banks, airports, manufacturers, and Fortune 500 companies worldwide. With iLobby, we help clients succeed in tracking, managing, and monitoring who is in their building – while increasing security and efficiency.

At iLobby, we are focused on creating an innovative and collaborative working culture where we value the contribution of each individual. Employee engagement is a key focus area for us and we encourage participation and the sharing of information and ideas.

In being a great place to work, we are proud to offer a range of experiences and opportunities that will help our employees to achieve their career and personal goals and enable them to live a healthy and balanced life.

This is a hybrid position where you'll be required to be in office at least two days a week with the flexibility to work from home the remaining days if desired.

About the Role:

As our **Content Manager**, you'll drive awareness about iLobby's facility and visitor management platform by creating and managing content aligned with our objectives and business goals. Reporting to the VP of Marketing, we're seeking dynamic individuals with a strong grasp of content strategy and storytelling, passionate about the impact of great content on business growth.

If you can see a story in anything, are a talented writer, and have deep experience in both product marketing and customer marketing, then look no further.

Please attach your portfolio along with your resume as part of your application.

Responsibilities:

Content Planning

- Collaborate and ideate with marketing and sales to develop a comprehensive content marketing plan.
- Stay updated on industry trends and best practices to continuously improve content effectiveness.
- Identify creative ways to stay ahead of competition and stand out.
- Work with subject matter experts to understand product capabilities.
- Brainstorm creative ideas for marketing campaigns.

Content Creation

- Produce engaging content for various platforms such as websites, landing pages, white papers, case studies, presentations, blogs, social media, email newsletters/campaigns, video, sales enablement material, etc.
- Collaborate with Demand Generation and Product Marketing teams
- Work directly with senior leaders to curate, produce, and seek approval for content
- Customize content for different platforms to enhance presentation and engagement.
- Utilize SEO trends to ensure content quality and lead generation.
- Ensure content is on-brand in style, quality, and tone.
- Edit and proofread content for accuracy and consistency across all channels and initiatives.

Reporting

- Maintain internal copy systems.
- Reporting on content-related KPIs and adjusting plans according to past performance.
- Use analytics to track content performance and inform strategy adjustments.

Skills and Experience

- 3+ years of copywriting and content management experience.
- Proven experience as a Content Writer or similar role.
- Exceptional writing, editing, and proofreading skills.
- SEO experience.
- Excellent business-to-business writing and communications skills.
- Strong storytelling ability and appreciation for quality.
- Versatility in transitioning between content styles.
- Ability to work independently and collaboratively in a fast-paced environment.
- Strong organizational and multitasking skills.
- Experience in photography, videography, and/or editing would be an asset.

Why Work at iLobby?

iLobby is the global leader in enterprise visitor management, helping complex enterprises digitize, optimize, and automate their key facility process – from streamlined visitor management to emergency evacuation, our Facility OS Platform is cutting edge and driving significant value with our customers.

We work hard and play hard, and we do both with passion and respect for one another. Our company promotes a fast-paced, fun, friendly, and highly collaborative work environment that provides:

- ☑ Comprehensive health coverage (includes dental and vision coverage)
- ☑ A Hybrid work environment with our office based in North York, Toronto
- ☑ Opportunity for advancement and growth
- ☑ Catered Events, Snacks, Drinks – You won't go Hungry!
- ☑ Birthday and Life Celebrations
- ☑ Two annual parties

iLobby Commitment

We believe that a diverse team is the key to innovation and growth. We are an equal opportunity employer that value diversity at our company and encourage all candidates to apply. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

iLobby will accommodate individuals with disabilities through each stage of the recruitment and selection process based on the Ontario Human Rights Code. Please advise us of any needs when your interview is booked, and we will do our best to meet your needs.

Please note that all candidates must be legally eligible to work in Canada.

Background and Reference Checks

Any offer of employment may be conditional upon full background checks including a criminal record check, a credit check and employment and educational verifications. A reference check will also be conducted.

iLobby thanks all candidates for their interest, however only those selected to continue in the process will be contacted.

iLobby Website: www.ilobby.com

Follow us on LinkedIn: <https://www.linkedin.com/company/ilobby-visitor-management>

Office location: 5255 Yonge St Suite 1500 North York, ON M2N 6P4

To apply: Please apply through LinkedIn job posting and attach your portfolio along with your application.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
