

Content Manager



Phone :
Web :

Job Summary

Vacancy :
Deadline : Oct 01, 2024
Published : Aug 31, 2024
Employment Status : Full Time
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

About Us:

At VendorPM, we're on a mission to modernize the way that vendors and property managers work together. We do this by building industry-specific vendor management & procurement software that connects over 6,000 buildings & 40,000 vendors in a single marketplace. We improve efficiency & reduce cost for property managers while driving new business to vendors across the continent.

We're one of the fastest-growing Toronto startups, a certified "[Great Place to Work](#)," and in 2023 recognized as one of the [Best Workplaces in Canada](#). VendorPM is backed by world-leading SaaS & PropTech funds, including; Bessemer Venture Partners, the former CEO of Twitter, Real Estate leaders, Prudence VC & Navitas Capital.

Our team is passionate about growth, innovation, and collaboration - if you are driven by making an impact and putting in the work to get there, you're likely a great fit for our team!

The Role:

We are seeking a talented and results-oriented Content Manager to join our team. The ideal candidate will be responsible for developing, managing, and executing a comprehensive content strategy that drives brand awareness, engagement, and lead generation. This role requires a blend of creativity, strategic thinking, and hands-on content creation skills.

Key Responsibilities:

Content Strategy Development:

- In tandem with our Head of Marketing, develop and execute a content strategy that aligns with the company's marketing goals and brand voice.
- Identify target audience segments and tailor content to meet their needs and preferences.

Content Creation and Management:

- Create high-quality, engaging content for various channels, including blogs, social media, email, and website.
- Manage the content calendar to ensure timely delivery of content across all platforms.
- Collaborate with design, and other teams to create visually appealing and optimized content.

Content Optimization:

- Optimize content to improve search engine rankings and drive organic traffic.
- Monitor content performance using analytics tools and adjust the strategy to improve engagement and conversion rates.

Brand Voice and Consistency:

- Ensure all content is consistent with the brand's voice, style, and messaging guidelines.
- Maintain brand consistency across all marketing materials and platforms.

Collaboration and Coordination:

- Work closely with the marketing team to align content efforts with broader marketing campaigns and initiatives.

Audience Engagement:

- Engage with the audience through social media, blog comments, and other channels to build community and foster brand loyalty.
- Stay up-to-date with industry trends and audience preferences to keep content relevant and engaging.

Qualifications:

- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- 3+ years of experience in content creation, marketing, or a similar role.
- Strong writing, editing, and proofreading skills.
- Experience with content management systems (CMS) and social media platforms. Prior experience with Webflow an asset.
- Excellent organizational and project management skills.
- Creative thinking and the ability to generate fresh, innovative content ideas.
- Strong attention to detail and a commitment to producing high-quality work.

What's In It For You

- Employee Stock Options
- Comprehensive health benefits package including medical care, dental and vision care, life insurance, etc.
- Hybrid work opportunity
- 3 weeks vacation + Paid wellness days
- Real work/life balance
- Team events
- Collaborative tight-knit team
- Ongoing learning and development opportunities
- Employer top ups for maternity and parental leave

Compensation

100-110K

Meet Your Fellow Problem-Solvers

We believe in problem-solving as a team. So why not meet your fellow problem solvers?

[Nat Calderon](#), Head of Marketing

[Ben Porter](#), VP of Revenue

Interview Process

We want to be a surprising and exciting place, but we also want you to know what to expect on your journey, starting with the interview process:

- ☐ Interview Process Step 1: Google Meets exploratory call with HR.
- ☐ Interview Process Step 2: Interview with Head of Marketing
- ☐ Interview Process Step 3: Assignment
- ☐ Interview Process Step 4: Presentation and Final Interview

Please check out these short explainer videos to learn more about us!

[For property managers](#)

[For vendors](#)

At VendorPM, we're committed to providing an inclusive, accessible environment, where all employees and clients feel valued, respected and supported. We aim to build a workforce that reflects the diversity of our communities and to create an environment where every employee has the opportunity to reach their potential. [Learn more about what it's like to be an employee at VendorPM.](#)

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
