

Content Manager



busbud

Phone :

Web :

Job Summary

Vacancy :

Deadline : Oct 01, 2024

Published : Aug 31, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Busbud is the largest online travel agency specializing in intercity bus and coach travel with the broadest global coverage. Travelling is our passion, and we work hard to offer the most comprehensive network of city-to-city travel. We are in over 80 countries and 21,000 cities and offer more than 2,300,000 bus routes. Our goal is to provide a more environmentally friendly, accessible and interconnected world for everyone.

The role:

We are on the lookout for a Content Manager to join our Organic Growth team. You will collaborate with your colleagues in Social, SEO, SEM to create quality content to help push the business forward.

What you can expect from this opportunity:

1. Editorial Content Management:

- Coordinate with the agency to manage day-to-day content production process
- Ensure editorial content meets brand guidelines, quality standards, and deadlines in collaboration with Director, Organic Growth
- Review and edit content for accuracy, tone, style, and consistency with support of agency
- Develop, in collaboration with Director, Organic Growth, and maintain content calendars and schedules in alignment with marketing and business objectives.

2. Agency Collaboration:

- Serve as the day to day point of contact between the agency and internal teams.
- Facilitate effective communication and workflow with agency partners
- Along with Director, Organic Growth, address and resolve any issues or bottlenecks in the content production process promptly.

3. Reporting and Monitoring:

- Support the tracking and analyzing of content performance metrics to assess effectiveness and identify areas for improvement.
- Support the preparing of regular reports on content performance, including key insights and recommendations for optimization.
- Monitor industry trends and competitor activities to help inform content strategy and stay ahead of market developments.

4. Process Improvement:

- Identify and implement best practices for content production and workflow optimization.
- Suggest and develop tools or systems to enhance content management efficiency and effectiveness.

5. Additional Duties:

- Assist with content strategy development and contribute to brainstorming sessions.
- Provide support for content-related projects and initiatives as needed.

Who you are:

- 3-5 years of experience in editorial content management, preferably with experience working with external agencies.
- Strong project management skills with a proven ability to handle multiple projects simultaneously and meet deadlines.
- Excellent writing, editing, and proofreading skills with a keen eye for detail.
- Proficiency in content management systems (CMS ie. Contentful, Wordpress) and familiarity with analytics tools (e.g., Google Search Console, Google Analytics)
- Strong interpersonal skills with the ability to collaborate effectively with internal teams and external partners.
- Creative problem-solving abilities and a proactive approach to managing content processes.

What's in it for you:

- Remote position
- Competitive compensation based on experience
- Unlimited paid time off
- Work from anywhere
- Health benefits
- Stock options
- Free bus tickets, discounted train tickets
- Annual sustainability fund & training fund

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
