

Content Marketing Lead



Phone :
Web :

Job Summary

Vacancy :
Deadline : Sep 21, 2024
Published : Aug 21, 2024
Employment Status : Hybrid
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Our mission is to increase the success rate of small businesses. Traditional banking has been a growth limiter rather than a growth enabler for business owners, and we're changing that. Relay is the all-in-one, collaborative money management platform. We're building for employer SMBs and their finance function, internal and external, and are focused on delivering a human-centric customer experience. Ultimately, we help SMBs be 'on the money'.

Reporting to our Director of Brand, the Content Marketing Lead is responsible for owning the vision and execution of Relay's content strategy, driving impactful and innovative content initiatives that increase our awareness among U.S. small business owners, capture high-quality leads and fuel our bottom-of-funnel growth.

If you thrive in a fast-paced environment, are opinionated and passionate about the impact of content, and want to play a pivotal role in shaping the next phase of our content marketing story, then Relay is the place for you.

What You'll Be Doing

- Own Relay's content strategy to position us in the market as the leading business banking solution for U.S.-based small businesses
- Lead a team of content managers working in cross-functional groups to create impactful content that drives meaningful growth in registrations and approvals, high-quality lead capture, product utilization and increased brand awareness
- Execute on mission-critical content projects that directly impact Relay's company strategy and goals.
- Develop and optimize systems and processes for consistently creating valuable, high-quality content across various platforms, including digital, blogs, newsletters, webinars, video, social media, print, and experiential
- Measure, analyze and report on the impact of Relay's content and use insights to shape strategy and make optimizations to drive better outcomes
- Determine content and campaign-related KPIs and independently craft requirements for data reporting. Work independently with the data team to generate high-quality reports to track progress against KPIs
- Continuously maintain content quality, integrity and consistency across all marketing channels and touchpoints
- Manage and coordinate external resources, such as freelance writers, designers, or agencies, to ensure timely delivery of high-quality content
- Conduct ongoing research and customer interviews to inform industry-leading opportunities that support
- Stay up-to-date on competitor content as well as content marketing and industry trends to support high-quality output
- Upskill team members across the organization on the value of content and be a trusted source of brand expertise and competitor insights

Who You Are

- You have 6+ years of content marketing experience
- You have developed and lead content teams that driven measurable, impactful bottom-line growth
- You're a creative storyteller and obsessed with high-quality content. You know how to craft a narrative that resonates with customers and stands out in the market
- You're analytical and use data to meaningfully measure the impact of your content work using data-backed insights to iterate on content tactics and initiatives that drive greater outcomes
- You are incredibly organized and have the proven experience managing cross-functional initiatives through multiple concurrent deadlines at once
- You are a builder, problem-solver and cross-functional partner who is energized by making quality work happen in a fast-paced, scrappy environment
- You're adaptable, can rise to a challenge while handling change and uncertainty at times — we are a startup after all!
- You care deeply about small businesses and their owners/operators

Bonus Points

- You have experience working at a startup or high-growth environment
- You have experience building B2B brands

Our Commitment to You

- **Competitive salary and meaningful equity:** Relay employees are Relay owners, complete with equity and a competitive salary.
- **Comprehensive health benefits:** enjoy full health benefits from day one. We offer flexible Health or Wellness Spending Accounts and medical, dental, and vision coverage for you and your dependents.
- **Flexible vacation and time off:** every team member starts with 15 vacation days and 5 flex days to use as needed, plus an extra week of office closure during the end-of-year holidays so you can take time off to recharge and come back better for our customers.
- **Parental leave with top-up:** we offer 12 weeks off with a 100% salary top-up for all full-time employees, regardless of location, and accessible for all parents: birthing, non-birthing, and adoptive.
- **Hybrid work environment:** we value meaningful collaboration and connection at our Toronto office twice a week, with lunch, snacks, and beverages on us.
- **Dog-friendly space:** can dogs really make you happy and healthy? We don't know for sure, but since we don't want to chance it, our office is 100% floop-friendly.
- **Personal and professional growth:** through ongoing feedback, mentorship, and coaching, work with peers and leaders who are invested in your growth and success.
- **Top-tier equipment:** as a Mac-first company, our Toronto offices have everything you need to produce your best work comfortably, from multiple screens to ergonomic seating.
- **Social connection:** we believe in celebrating our wins with two annual company-wide get-togethers, quarterly team events, happy hours, and special events and networking opportunities with industry leaders.

The Interview Process:

- **Stage 1:** A 30-minute Google Meets video call with a member of the People Team
- **Stage 2:** A 45-minute Google Meets video call with the Director of Brand
- **Stage 3:** A take-home writing sample + case study followed by a 1-hour presentation of your solution to our Marketing team
- **Stage 4:** A 30-min Google Meets video call with a member of Relay's Leadership team

What's Important to Us:

At Relay, we believe that diversity is key to building high-performing teams, and creating an inclusive work environment is our priority. We are an equal-opportunity employer and we welcome people of diverse backgrounds, perspectives, and skills.

We will work with applicants to provide accommodations at any stage of the hiring process. If you require accommodations during the interview process, please email your People Team contact, and we will work with you to meet your needs.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
