

Content Marketing Manager

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Phone :

Web :



Job Summary

Vacancy :

Deadline : Jun 23, 2024

Published : May 23, 2024

Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Alexi is an AI platform for litigation teams. We deliver accurate legal knowledge at lightning speed, to help litigators confidently forge a path forward for their clients.

Role Description

We are looking for a Content Marketing Manager to develop and execute comprehensive Content Marketing strategies to increase our brand awareness, reach and engagement and further position us as a thought-leader in our space.

- Write high-quality, thought-provoking content in formats that engage our audiences including: case studies, whitepapers, website content, emails, blog posts, presentations and other marketing collateral
- Interview and navigate subject matter expert relationships (internal and external) to extract compelling insights and distill the information into polished content
- Manage ongoing content updates to our existing assets aligned with new product releases
- Track key metrics for content marketing success; regularly evaluate content performance regarding views, downloads, keyword rankings, conversions, and overall brand traction
- Research and test new content formats and channels to increase brand awareness and generate demand

This is a highly collaborative role which sits within our Brand & Creative team that would work alongside our Social Media Manager and Brand Designer roles as well as cross-collaboration with our Growth team. This is a hybrid position, with the expectation of working primarily in our Toronto office, but with flexibility for some remote work.

Qualifications

- 4+ years experience in a B2B content marketing
- Content creator/storyteller mindset with an understanding of how to best repurpose content across numerous mediums and channels
- Exceptional writing and editing skills and experience producing robust, integrated content marketing campaigns/assets in a variety of formats
- Solid understanding of the legal industry

Bonus Points

- Experience working in start-up/scale up environments
- A keen interest in AI and legal tech
- Basic design skills (can use Canva templates)

Notes

- We are looking to hire a candidate based in Ontario with proximity to the GTA
- Salary range 80k-90k CAD

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
