

Digital Content Manager – 12- Month Contract Opportunity

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Phone :

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MAGNET FORENSICS®

Job Summary

Vacancy :

Deadline : Jul 19, 2024

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Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

Who We Are; What We Do; Where we're Going

Magnet Forensics is a global leader in the development of digital investigative software that acquires, analyzes, and shares evidence from computers, smartphones, tablets and other IoT related devices. We are continually innovating so that our customers can deploy advanced and effective tools to protect their companies, communities, and countries.

Grayshift and Magnet Forensics have come together as one organization to accelerate innovation and transform digital investigations for our customers. We're pleased to share that the combined organization is operating as Magnet Forensics. The combination of mobile, cloud and computer forensics expertise under the Magnet Forensics name underscores our dedication to providing comprehensive, end-to-end DFIR solutions. This includes our commitment to helping with access to modern digital devices lawfully with our renowned product suite. And, our focus on innovating for the DFIR community, along with our shared mission, continues to be the top priority.

Where we are today, is not where we will be tomorrow.

Your Role

The Digital Content Manager is an integral member of the demand generation team and has responsibilities to build, plan and implement the overall SEO strategy for organic content creation and website optimization. This role will support the Magnet Forensics website development for lead conversion and work cross functionally to inform and audit organic content creation and website customer journey, with a focus on measuring digital campaigns through core KPI's and revenue pipeline impact.

What You Will Accomplish

- Develop comprehensive data-driven digital marketing plans, across different digital marketing channels, that drive demand, qualified lead conversion, and measurable sales pipeline.
- Responsibility to develop and oversee the overall Search Engine Optimization (SEO) and digital content strategy across Magnet's website and organic content.
- Lead keyword analysis for industry trends, competitive keyword analysis and inform organic content creation to deliver SEO optimized digital content for blogs, webpages and paid digital ads.
- Support for Magnet Forensics website including a deep understanding of the customer journey for multiple products, while optimizing content and landing pages for SEO and lead conversion.
- Measure the effectiveness of SEO programs and website conversions, and report on results to lead data-driven optimizations.

What We Are Looking For

We're looking for someone who checks off most, but not all, of the boxes listed in "skills and experiences". It's more important to us to find candidates who can display indicators of success through skills they have developed and experiences they have been a part of, than to find folks who have "been there, done that". We want to be part of your development journey, and we'll learn as much from you as you learn from us.

There are a few must haves, but we will keep that list short:

- University degree in Marketing and/or Communications
- 5+ years of digital marketing experience
- Demonstrated experience in end-to-end management of digital projects.
- Experience using wordpress writing optimized digital content for webpages, blogs and digital ads.
- Knowledge of web analytics with the ability to use data to deliver actionable insights and content recommendations.

The Most Important Thing

We're looking for candidates that can provide examples of how they have demonstrated Magnet **CODE** in their previous experiences:

CARE – We care about each other and our mission to make a difference in the world.

OWN – We are accountable for our results – while never forgetting to act with integrity, empathy, and respect.

DEDICATE – We put our heart and soul into meeting the needs of our customers and helping them serve the people they protect.

EVOLVE – We are constantly innovating and exploring new ways to work together to make an impact with our work.

****Please note that this is a contract 12 Month opportunity****

We're committed to continuous learning and are focused on building a diverse and inclusive workforce. This commitment will be reflected in our hiring processes and embedded in our values and how we treat one another. If you're interested in this role, but do not meet all of the qualifications listed above, we encourage you to apply anyways.

Magnet Forensics is an Equal Opportunity Employer and considers applicants for employment without regard to race, colour, religion, sex, orientation, national origin, age, disability, genetics or any other basis forbidden under federal, provincial, or local law.

We are committed to providing an inclusive, accessible recruitment process and work environment. Accommodation is available to all applicants upon request throughout the hiring process. If you require accommodation, please let our talent team know, or you can email aoda@magnetforensics.com.

All offers of employment at Magnet are contingent upon satisfactory completion of a background check. All background checks will be conducted in accordance with all applicable laws. Magnet will consider each position's job duties, among other factors, in determining what constitutes satisfactory completion of the background check. Refusal to consent to a background check may be grounds for revoking an offer of employment.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
