

**Senior Content Marketing  
Manager**



Phone :

Web :

**Job Summary**

---

Vacancy :

Deadline : Sep 23, 2024

Published : Aug 23, 2024

Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

---

### Who We Are:

Salesfloor is an award-winning virtual selling platform that combines clienteling, virtual selling and mobile point of sale tools. Store associates use Salesfloor to deliver personalized and convenient experiences for customers on any channel through live chat, video calling, e-mail, SMS and more.

Today, more than 500 million interactions with sales associates from stores around the world have driven more than \$5 billion in sales (USD) using Salesfloor. Salesfloor is redefining the role of today's associate to drive sales and differentiate the customer experience.

**Founded in 2013 in Montreal, Canada,** Salesfloor is a profitable company on a mission to unlock the power of today's omnichannel sales associates by connecting them with shoppers online and in-store. Our team of "*Salesfloorians*" believe that associates are product experts, trusted advisors and social influencers for customers in their local communities. In today's omnichannel world, retail chains have a unique opportunity to leverage their biggest competitive asset: their people. We are also proud to have been recognized as a Great Place to Work for three consecutive years!

### What You'll Be Doing:

As Content Marketing Manager you'll be responsible for ensuring that Salesfloor's written and visual communications are clear, relevant, jargon-free and consistent with our brand voice and tone. As a natural storyteller and conversation designer, application of plain language comes easy to you.

Deeply curious and committed to understanding the needs of our clients and prospects, you will develop and execute our content strategy. You will be responsible for creating content supporting the entire sales funnel across various channels (newsletters, social media, press releases, website, blogs, whitepapers, direct Marketing, ads, videos, events, etc.). Ideally, you'd be passionate about technology, retail and have a keen interest in working in a fast-growing technology company.

- This position will play a key role in refining the content marketing strategy and developing content designed to engage our target audience - i.e. large retailer organizations, store operations leaders and e-commerce executives.
- Content is understood to be written content, as well as any other visual content such as video and design.
- Produce and maintain a content calendar relevant to Salesfloor's retail/commerce audience and shopping-oriented subject matter.
- Drive the creation of various types of demand marketing content.
- Create content to drive prospect engagement, convert leads, and maintain strong customer relationships: blogs, whitepapers, web pages, newsletters, nurture campaigns, social media content, videos, etc.
  - While we do not expect you to make videos yourself, we do expect you to own the video production lifecycle.
- Set up and execute programs in a marketing automation system (Hubspot).
- Work with customers to create press releases and case studies.
- Measure campaign results and regularly communicate the success and effectiveness of created content.
- Collect and use SEO information and organically weave it into content.
- Continually research, test, and adopt new SEO best practices and processes.
- Define, develop, and implement content strategy frameworks, toolkits and guidelines.
- Generate, update and upload content in the CMS.
- Leverage a variety of marketing technology including Wordpress, Hubspot, and Salesforce.
- Help with the development, execution and tracking of on-page split tests to optimize marketing tactics and campaigns.

### What We're Looking For:

- 5+ years experience in content marketing role in B2B SaaS.
- Bachelor's degree in marketing, communications, journalism, or other business degree
- Previous experience in Demand or Lead generation is required.
- Exceptional written and communication skills and strong research capabilities
- Experience with case studies, blogs, social campaigns, newsletters, and blogs.
- Working knowledge of Hubspot, Wordpress is required. Salesforce is a plus.
- Knowledge of retail technologies is a strong asset.
- Video content creation is an asset.
- Design skills are an asset.
- Innovative ideas and thoughts for where content marketing will go in the future.
- Knowledge of content strategy best practices, user experience and SEO
- Familiarity with Google Analytics, and Google Search Console
- Deeply curious, comfortable understanding, and writing for different pain points, and stages of the funnel
- Team player with a hands-on attitude; loves working with people and building relationships.
- Extremely organized, with excellent project management skills
- Excellent level of English, written and spoken. Working knowledge of French.
- A network of video editors, video producers and designers is an asset.

### Life at Salesfloor:

- Sane working hours (with flexible scheduling).
- The team is small and agile, so you will have a direct impact on the product, but big enough that you are never alone.
- Health care and dental coverage for all full time employees (Blue Cross or similar)
- National telemedicine service, paid for by the company for full time employees enrolled in benefits programs.
- Generous compensation package
- Everyone at Salesfloor is agile, engaged and ready to contribute to impact the growth of our business.
- Seasoned employees, new hires and founders all work together and help each other every day.
- Founders and leadership team have a proven track record for successful start-ups and previous exits.

**Education & Experience**

---

**Must Have**

---

**Educational Requirements**

---

**Compensation & Other Benefits**

---