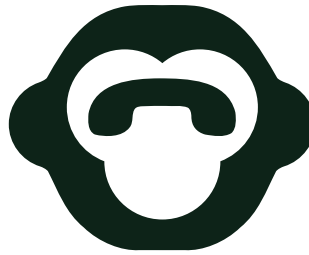


## Senior Content Marketing Manager



# Contact Monkey

Phone :

Web :

### Job Summary

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Vacancy :

Deadline : Jun 28, 2024

Published : May 28, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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Hi! We're ContactMonkey. Our mission is to transform the way organizations communicate internally: making work more human. Proudly Toronto-based, we have been helping businesses boost growth and productivity through their internal communications all around the world. Today, brands such as Rogers, IKEA and KPMG use our powerful tech stack to create, send, and track HTML email within Outlook or Gmail.

2023 was a great year at ContactMonkey and 2024 is off to an amazing start. Here's what we've been up to:

- Ranked by the Globe & Mail as one of Canada's fastest growing companies
- Recognized as part of the 2023 Deloitte Technology Fast 50™ awards program as one of the fastest-growing technology companies based on the highest revenue-growth % for over 4 years
- Recognized in Deloitte Technology Fast 500™ as one of the fastest growing companies in North America
- And finally to cap off the year, we just raised a \$55 million Series A financing!

We understand that joining a team is one of the most important decisions you make ☹️, and adding a team member is one of the most important decisions we'll make. Through our process, we want you to get to know us and understand how you approach problems, learn, and what motivates you!

### About the job:

The ContactMonkey marketing team has big plans for the coming quarters – and none bigger than our mission to scale our content marketing results. We're on the lookout for a Senior Content Marketing Manager to help us get there.

We're a business driven 95% by inbound with the majority of our inbound revenue coming from organic content! We need someone to help us scale this to the next level, beyond blog posts. In this role, you'll produce top-tier, SEO-optimized content while helping to execute and report on our larger content marketing strategy.

### What you'll be doing

- Tackle a diverse range of content marketing materials including blog posts, social media posts, email copy, landing page copy, ebooks, case studies, and reports.
- Create long-form (2,000+ words), in-depth, well-researched blog posts that match our SEO technical briefs, and provide value to our audience of internal communications professionals.
- Act as the "chief editor" for the content team (in-house and freelancer) to check for grammar/spelling, brand messaging, product mentions, and on-page SEO optimization.
- Adhere to our content calendar and execute multiple high-quality pieces every week (2 new blog posts minimum).
- Write, edit, optimize, and publish thought leadership content that supports our SEO traffic targets and conversion rate goals.
- Measure the website's overall content marketing strategy and align all content output business objectives (Leads, Opportunities, Demo Conducted, ARR).
- Work cross-functionally with the product, sales, and customer success team to ensure we align and update content based on different needs.
- Use search data (Ahrefs, SEMrush, Search Console, Google Trends) to understand user intent to drive SEO strategy and identify business opportunities
- Perform fundamental on-page & off-page SEO activities, including but not limited to: keyword research/ranking analysis, competitive market analysis, keyword-friendly copywriting, content development/management, metadata updates, and analysis of ContactMonkey web properties
- Work closely with our SEO consultant and content team to ensure that all assets are SEO optimized, aligned to the latest SEO strategy, and reflect SEO best practices.

### About you

- You're a subject-matter expert on content best practices and SEO industry trends.
- You can write 2-3 high-quality blog posts per week while prioritizing SEO optimization.
- You're an excellent writer/editor who understands the role of content in a B2B marketing strategy and likes a playful and engaging tone.
- You have significant experience in content strategy and storytelling and have tested various content mediums (video, blog, ebook, etc.).
- You're a pro at multitasking and prioritizing, owning your projects with results in mind.
- You're organized and detail-oriented, ensuring that all copy shines before hitting "publish".
- You're an adaptable team player – working in a fast-paced environment with deadlines doesn't scare you.

### How you can stand out

- A proven track record of helping to create and deliver successful content programs in B2B settings.
- Deep understanding of content marketing and SEO, with experience in data-driven content marketing and content performance metrics.
- Understanding of how AI can enhance (not replace or substitute) content creation.
- Some experience with short and long-form video creation as a content marketing medium.
- A degree in journalism, communication, marketing, business, creative writing or a similar discipline.
- At least 5+ years of experience creating long-form content and optimizing for SEO within a B2B SaaS environment.

### In your application, make sure to:

- Submit a portfolio of SEO-related content work that showcases how your strategy, writing, and execution led to improvements in traffic, search rankings, and lead conversion

### Why ContactMonkey?

We offer...

- ☑️ Comprehensive benefits program (health & dental)
- ☑️ 5 health days per year
- ☑️ Monthly stipend for personal and professional growth
- ☑️ Stock option plan
- ☑️ Generous vacation package
- ☑️ 1 personal day to do as you please
- ☑️ Summer hours in July and August
- ☑️ Work from anywhere in the world for 6 weeks
- ☑️ Downtown Toronto office for a change of workspace routine
- ☑️ A supportive team who celebrates successes and tackles challenges together

Our team is reimagining what it means to send and receive valuable communications to an entire workforce. By joining ContactMonkey, rest assured our wickedly smart, high-performing team members will challenge you to learn and grow every day. We value great work and great ideas in everything we do. We're looking for talented people who want to grow their career with us while making an impact with groundbreaking ideas.

### Equal Employment Opportunity

ContactMonkey does not discriminate in hiring or terms and conditions of employment because of an individual's race, ancestry, colour, place of origin, religion, gender, gender identity, national origin, citizenship, age, disability, sexual orientation, family status or marital status, or any other protected category recognized by provincial or federal laws.

Should you require any accommodation, please inform us and we will work with you to meet your accessibility needs. For any accessibility-related assistance, requests for information in accessible alternative formats or to report any accessibility problems, please share in your application.

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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