

Phone :
Web :

Job Summary

Vacancy :
Deadline : Nov 02, 2024
Published : Oct 02, 2024
Employment Status : Remote
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

StackAdapt is a self-serve advertising platform that specializes in multi-channel solutions including native, display, video, connected TV, audio, in-game, and digital out-of-home ads. We empower hundreds of digitally-focused companies to deliver outcomes and exceptional campaign performance everyday. StackAdapt was founded with a vision to be more than an advertising platform, it's a hub of innovation, imagination and creativity.

We are looking for a Content Marketing Manager to join our web team who can transform our website from great to exceptional. The content and web team manages the creation and maintenance of content that appears on our website, including blog posts, landing pages, company updates, product pages, etc.

As the Content Marketing Manager, you will support the web team with the creation and optimization of web content to continue to increase awareness of our brand, driving organic traffic to the StackAdapt.com website. As an expert in how to best manage content and optimize for SEO, you will make recommendations to improve our brand messaging and the experience of those who pursue it. You will work closely with other teams, interviewing subject matter experts (SMEs) to ensure the accuracy of our website content. You will conduct market research and propose optimizations to our web pages, so they are easily discovered and consumed by our target audience.

You will also act as project manager on all website projects working closely with the designers and developers ensuring that all website updates/projects are delivered on time.

What you'll be doing:

- Write and edit web copy.
- Optimize web content for SEO and user experience.
- Develop and maintain a project plan tracking key website development efforts.
- Act as project manager for the web team planning key deliverables and ensuring projects are delivered on time.
- Support the team with uploading, publishing, approvals, and maintenance of content in the CMS (WordPress).
- Conduct content audits to identify gaps and redundancies in the site content.
- Assist the content team with preparing monthly and quarterly reports analyzing data in GA4 and using those insights to improve content strategy and execution.
- Produce wireframes and visualizations of the site for the design team to understand the structure and function of the redesign efforts.
- Work closely with developers, leading sprint planning meetings, to ensure website projects are launched on time.
- Ensure the site remains current with content requirements and technology improvements.

We'll be reaching out to applicants that have:

- Experience in web content development and project management with specific success stories to share.
- Experience working with developers and leading projects while following the agile project management methodology.
- Preference will be given to candidates who have "editor-in-chief" experience in individual contributor roles.
- Examples of web content writing that has delivered measurable results.
- Superb attention to detail.
- Extensive experience with and focus on SEO.

StackAdapters enjoy:

- Competitive salary
- RRSP matching
- 3 weeks vacation + 3 personal care days + 1 Culture & Belief day + birthdays off
- Access to a comprehensive mental health care platform
- Full benefits from day one of employment
- Work from home reimbursements
- Optional global WeWork membership for those who want a change from their home office
- Robust training and onboarding program
- Coverage and support of personal development initiatives (conferences, courses, etc)
- Access to StackAdapt programmatic courses and certifications to support continuous learning
- Mentorship opportunities with industry leaders
- An awesome parental leave policy
- A friendly, welcoming, and supportive culture
- Our social and team events!

StackAdapt is a diverse and inclusive team of collaborative, hardworking individuals trying to make a dent in the universe. No matter who you are, where you are from, who you love, follow in faith, disability (or superpower) status, ethnicity, or the gender you identify with (if you're comfortable, let us know your pronouns), you are welcome at StackAdapt. If you have any requests or requirements to support you throughout any part of the interview process, please let our Talent team know.

About StackAdapt

We've been recognized for our diverse and supportive workplace, high performing campaigns, award-winning customer service, and innovation. We've been awarded:

[Ad Age Best Places to Work 2024](#)

[G2 Top Software and Top Marketing and Advertising Product for 2024](#)

[Campaign's Best Places to Work 2023 for the UK](#)

[2024 Best Workplaces for Women](#) and [in Canada](#) by Great Place to Work®

[#1 DSP on G2 and leader in a number of categories including Cross-Channel Advertising](#)

#LI-Remote

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Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
