Senior Content Manager

Job Description

*The Senior Content Manager will manage all aspects of content marketing strategy and execution to help*

*develop a search experience-driven content marketing approach across all teams within the Enterprise.*

# Job Responsibilities

* Evangelize a Search Experience driven content approach across teams
* Work closely with internal teams to develop the content strategy and workflows
* Collaborate with marketing and design teams to plan and develop site content, style and layout
* Collaborate with Brand and PR team to ensure brand consistency across all content efforts
* Provide training on building search driven content strategies and workflows
* Build and maintain an editorial calendar and organizational workflows for key content
* Research and review internal and external partnership opportunities to solve content needs
* Provide clear direction and feedback to team members to meet content goals
* Stay updated on industry trends and adjust content strategy as needed
* Test and measure all efforts to ensure execution upon a data-driven content marketing strategy
* Copywriting as needed

# Qualifications

* At least 4 years in in a SEO driven content planning role
* Ability to build close relationships with cross functional stakeholders across the organization
* Seasoned project management skills, a strong sense of initiative, attention to detail and the ability to work under pressure, while juggling and meeting multiple deadlines.
* Previous digital agency or digital marketing experience a plus
* Qualitative research skills, including the ability to interpret customer insights and data and translate it into actionable business results
* Ability to carry through business goals while maintaining brand voice with creative teams
* Previous strong SEO campaign success, please be prepared to discuss (but not disclose confidential information)
* Strong writing skills
* Additional online marketing experience a plus (SEM, social, email, display, analytics)