



Job Title:

Director, Content Marketing

Job Purpose:

Lokker is seeking someone with strong experience in content marketing, content development, email newsletter publishing operations, subscriber base building, data insights, and content syndication. This person will perform hands-on content production administration under little supervision, assisting in the creation of effective content marketing campaigns to maximize brand exposure, thought leadership, and product education to our target audience. This role will initially be a one-person content publishing unit and is also responsible for our editorial calendar and strategic improvements, as well as supporting production of complex international, GDPR compliant content projects. This person will support cross-functional initiatives relating to Brand, Demand Generation, IT, Marketing Analytics, Product Marketing, Sales Operations, and more. Extensive proactive project management leadership is needed.

Key Responsibilities:

- Apply best practices for the content marketing, blog, social posting, and newsletter publishing operations
- Manage creative vendor relationships for designated Marketing applications for both content production and marketing support
- Own multi-format content quality (posts, articles, white papers, case studies, infographics, photos & video) and associated production processes
- Monitor and troubleshoot new subscriber acquisition programs tied to our Outbound Marketing and Inbound Nurturing campaigns
- Track, test, and analyze data relating to content engagement metrics to improve and optimize our Newsletter Subscriber database and product leads generated
- Implement and optimize KPIs related to content's role in customer and prospect engagement with company products
- Work closely with the web team, marketing team, and inbound marketing to improve the capturing of information of web visitors' activities via Web forms and our CMS system related to content syndication campaigns
- Deliver outbound content advertising campaigns via syndication networks (LinkedIn, Outbrain, Taboola, etc.); test and analyze workflow, lead generation productivity, lead nurturing and lead scoring; and identify tactics for improvement
- Investigate and resolve project management and vendor related issues and aid with troubleshooting.
- Understand and evangelize best practices for Privacy regulations
- Ability to build detailed KPI reports and presentations that demonstrate our ability to measure marketing performance across all departmental activities



Qualifications:

The ideal candidate is someone who possesses a deep understanding and real passion for content marketing, campaign execution, blog and newsletter subscriber growth, social engagement, and prospective customer insights. Someone with an analytical, data-driven approach to ongoing experimentation and optimization is required. Proven project management experience with cross-functional planning, facilitating, coordinating, and reporting on the execution of numerous projects. In addition, he/she will have:

- 7-10+ years' experience in Marketing Operations in a B2B product and services environment, software, or SaaS solution is preferred.
- 4-year college degree, in Business, Marketing, Communications or a related field; preferably an MBA.
- Experienced managing marketing automation systems for multi-lingual, global marketing campaigns design and deployment, lead generation programs, lead scoring, email templates, and designing campaign architecture.
- Hands on experience with Salesforce Sales Cloud + Marketing Cloud and advanced CMS platforms required. Preferably certified as an expert in Salesforce, or comparable enterprise marketing platform.
- Knowledge of HTML, CSS, JavaScript, and other basic production skills
- Experience in training users on tool features & functionality with ability to translate technical concepts into consumable ideas.
- Experience sourcing, negotiating, and managing creative vendors for writing and various creative projects to meet deadlines.
- Experience in researching original topics, providing engaging slants, and editing submitted copy to achieve dynamic standout content on sophisticated technical topics.
- Experience building and managing paid content advertising & syndication campaigns.
- Excellent program management, organizational, communication, editing and presentation skills.
- Must be comfortable with Editorial Calendar software such as Mintent, and possess basic email template and digital design skills (HTML at a minimum).
- Comfortable in rapidly changing and sometimes ambiguous work situations.
- Self-directed and disciplined for efficient remote work.

Lokker is an Equal Opportunity Employer M/F/D/V

Key Performance Indicators:

- Ownership and continual improvement of content publishing performance and prospect database engagement rates.
- Improve and demonstrate content marketing activities' contribution to pipeline growth and revenue performance
- Successful delivery of multiple projects, on time and under budget
- Ensure 100% adoption of chosen production platform and process by executive, marketing, and sales teams, ensuring use and clear understanding of the program's full potential.



A successful person in this position is someone who:

- Must be highly organized with excellent project management skills with close attention to detail.
- Must have a clear understanding of the legal implications of handling and protecting personal data from inadvertent online exposure.
- Must be able to demonstrate experience in managing, analyzing, and interpreting performance data.
- A strong background in marketing automation programs, email marketing best practices, and outbound marketing.
- Leads by example. Listens, seeks out input, collaborates, and builds trust with others.
- Maintains grace under pressure, keeps a good sense of humor.
- Has strong problem-analysis, decision-making, & multi-tasking skills.
- Fundamental knowledge of standard desktop business applications and tools.

While the job description describes what is anticipated as the requirements of the position, the job requirements are subject to change based upon any changing needs and requirements of the business.