



# Content Marketing Manager Job Posting Example

At ABC Insurance, we're real people just like our clients. We understand their needs because we share those needs. We believe our value is in consultation, personal relationships, and as community advocates. We're not your average insurance agent.

Since 1922, our mission has been simple and clear: Build a relationship with our clients that enables our team to provide coverage options that protect you from the risks involved in your life. Not your brother's life, not your Facebook friend Rhonda's life—but yours. Our expertise is in delivering results when you need them.

Based in Franklin, MA, ABC Insurance is a community focused agency serving today's modern consumers with a full range of insurance and risk management services to individuals, families, and businesses throughout New England.

We are looking for an amazing, inbound marketer to own the majority of the marketing funnel for our company. You will be in charge of attracting site traffic, converting that traffic into new leads for the business, and nurturing to close those leads into customers, the latter of which sales leadership will help you accomplish.

## Responsibilities:

- Be the point of contact for our external digital marketing consultant and work with them to build and manage our inbound and outbound strategy and execution.  
This includes:
  - Develop a content strategy aligned with short-term and long-term marketing targets.

- Create and publish a variety of engaging content, including a minimum of 3 blogs per week
- Edit, proofread and improve writers' posts
- Liaise with content writers to ensure brand consistency
- Optimize content according to SEO
- Use content management systems to analyze website traffic and users engagement metrics
- Use HubSpot to generate traffic, convert visitors into leads, and then nurture them (using dynamic workflows) into converted customers
- Manage content distribution to online channels and social media platforms to increase web traffic
- Develop an editorial calendar and ensure the content team is on board
- Ensure compliance with the law (e.g. copyright and data protection)
- Stay up-to-date with developments and generate new ideas to draw the audience's attention
- Website maintenance
- Report on core metrics to agency leadership.
- Enter contact information into contact management systems.
- Other activities as assigned by the Marketing Manager.

## In this position you will:

- Report to the President & work cross-functionally with other departments such as sales, service, and the management committee
- Live in HubSpot and will manage all inbound programs
- Own the monthly editorial calendar for the business blog and lead content promotion strategy
- Determine how to leverage outbound channels - including PPC, Paid Social, etc.
- Secure guest blogging opportunities
- Report on inbound performance to highlight wins, areas of improvement and recommendations for future programs
- Assist with PR initiatives

## **Success Criteria:**

- Produce up to 3 articles per week
- An increase in defined customer engagement metrics
- Website and social media traffic growth
- Increases in key search engine keyword rankings
- Increase in conversion metrics
- Acquire customer feedback and testimonials/case studies

## **Requirements:**

- BA/BS degree with concentration in Communication, Journalism, or Marketing or equivalent work experience.
- Has experience with programs such as: HubSpot, Wordpress, Google Analytics, Google keyword, Canva
- Understands the value of content marketing and is a passionate about social media marketing & influencer marketing
- Is detailed oriented, has good process & is organized
- Is an excellent communicator -- written, verbal, visual
- Is a curious & thoughtful listener
- Understands how to use data to inform all strategic decisions
- Operates well with feedback, both giving and receiving
- Has a team mentality! Team ABC! (if we say so ourselves) is energetic, innovative and straight-up fun. We work well together and are passionate about what we do.
- Excellent communicator and creative thinker, with an ability to use data to inform all decisions.
- Bonus skills: HTML/CSS, Adobe Creative Suite, HubSpot's marketing automation and blogging software

- In addition to submitting their resume, applicants should submit a (no longer than) 5-minute video application answering the following questions:
  - How did you learn about the position and what prompted you to apply?
  - Why are you interested in a career in marketing, specifically, content marketing?
  - What's your favorite and least favorite part about the writing process?
  - What are your professional goals? In 3 years? In 5 years?

### **Job Type:**

Full-time

### **Salary:**

\$45,000.00 to \$55,000.00 /year

### **Location:**

Franklin, MA (Preferred)

### **Work Location:**

One location

### **Benefits:**

- Health insurance
- Paid time off
- Parental leave
- Professional development assistance
- Retirement plan

### **Company's Facebook Page:**

<https://www.facebook.com/mycompanyname>