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## CONTENT MARKETING MANAGER

### About the role

Reflektion is seeking a creative, passionate storyteller to help us bring our brand to life and amplify our story to our target personas. The ideal candidate loves the written word and will bring immense enthusiasm for writing and editing, everything from blogs, website content, social posts, white papers, research materials, ad copy to product materials, and newsletters. As a Content Manager at Reflektion, you not only bring your creative side, but also strategy - looking at how to drive engagement and increase awareness using content. The leading candidate in this role thrives on collaborating with subject matter experts across the marketing, sales, and product teams to create unique, customer-centric content. The Content Manager will be comfortable writing both sales/marketing content as well as technical content so this person must be comfortable engaging with technical teams and getting “into the weeds” with the Reflektion technology. This role will be on the Marketing team and will report to the Vice President of Marketing but will also work closely with sales, product managers, and other teams in the organization to execute technology priorities.

### What you will do:

- Lead the creation process of high-quality, engaging content to support integrated marketing campaigns and programs, including webinars, whitepapers, e-books, emails, web pages, ad copy, newsletters, event copy, and more
- Manage the development of compelling case studies and other assets that showcase our customers' successes
- Collaborate across the marketing team to build goal-oriented content strategies
- Proactively identify content gaps and liaise with key stakeholders to fill those gaps
- Be an ambassador of the editorial style guide and voice and tone guidelines to ensure a consistent brand voice
- Set content performance targets and prioritize projects based on demand gen goals
- Own the content calendar and execution including managing deadlines
- Identify insights based on customer engagement and analytics, and define opportunities to optimize content based on data
- Research, develop, write, and edit original content for and by company stakeholders, including contributed articles, website and social media copy
- Engage in content planning ensuring a consistent pipeline and cadence
- Proactively identify channels to amplify content and messaging across multiple channels
- Serve as an in-house editor for original and third-party content, ensuring the company's messaging is accurately and consistently communicated throughout every touchpoint

### What we are looking for:

- 5+ years managing editorial/content with a track record of crafting and delivering inspiring, must-read content across multiple mediums - print, web, mobile, video, and events
- Self-motivation and you're able to run with multiple projects with (at times) minimal direction
- First-class writing and editing skills
- A collaborative and cross-functional mindset
- Meticulous attention to detail, exceptional organizational skills, and the ability to meet deadlines consistently
- Passion for creative and thoughtful storytelling
- Open and effective communication skills; you're someone who is not afraid to throw out an idea or challenge an existing one to help advance the business mission
- Ability to prioritize while being flexible, adaptable, and open; unphased by change

To apply, please send your resume to: [jobs@reflektion.com](mailto:jobs@reflektion.com)