

Director of Content Marketing and Creation

Job Type: Full-time

Location: Remote with limited travel requirements

Company: Execs in the Know

Who We Are:

The customer experience (CX) industry presents a huge innovation opportunity, and we are working alongside global CX leaders to change the customers' lives. We're helping CX leaders improve their business by crowdsourcing knowledge, exploring opportunities, expanding networks, and inspiring fanatical customer experiences.

Our mission is to

- Advance the conversation on all facets of the customer experience, to improve individual brand experiences and the industry as a whole.
- Provide executives with insightful data, research, and learnings on the evolution of corporate and consumer expectations.
- Strengthen our community through the brightest minds in customer experience, alongside business partners sharing best-in-class products.
- Inspire greatness through brand collaboration. Our goal is to connect leaders, to enlighten and motivate change.

The role

In this role you will oversee the creation, marketing direction, and project management of CX content for a multitude of publications and channels.

The role will focus on establishing our content strategy, writing, editing key narratives, developing thought leadership, and other content to drive awareness and attendee and business partner growth. It is a highly cross-functional role partnering across the entire organization to develop, launch, and scale our content marketing strategy across all touchpoints.

Reporting to the VP of Marketing, this high impact role will help shape and elevate our brand, capture top of funnel interest, drive community engagement, and amplify event attendance.

Your Responsibilities Include

- Understand and stay up-to-date with the latest customer experience trends and customer challenges to effectively identify and build content that is timely and relevant.
- Create, maintain, and deliver against a robust editorial calendar.
- Create and project manage the creation of our quarterly magazine
- Develop, organize, and maintain process documentation and written guidelines.
- Work closely with senior leaders, marketing teammates, and other departments to create effective

and holistic communications strategy that includes targeting different personas, insights, key word searches, member conversations, campaign plans, and articulate our core benefits properly and consistently.

- Produce and direct other to create high-quality articles, white papers, blogs, press releases, email marketing messages, case studies, presentation content, event abstracts, survey reports, research papers, web copy, and more.
- Produce content that is consistent with our company's voice, tone, and mission in a clean, concise, on-brand, well-polished manner.
- Ensure a consistent flow of research and align it with overall contents findings and goals.
- Manage the entire content creation journey from conceptualizing the projects upfront, assigning projects, overseeing development, copy-editing, and final layout editing prior to publishing.
- Source and manage paid opportunities to advertise and/or contribute content.
- Continuously measure and improve content performance; creating reports leveraging Google Analytics, Salesforce Campaigns, social media analytics tools, etc.
- Interact with content specialists, graphic designers, and internal team members to create and review all content to ensure consistent and accurate messaging.
- Be a thought leader for the business to adopt better content creation practices through frequent testing of new content formats and distribution channels, including championing the increased use of data visualization.
- Management of all creative resources including designers, writers, and other agency personnel.

Qualifications

- Bachelor's or Master's in marketing, communications, journalism, or related discipline.
- 5+ years of content marketing or direct copywriting experience.
- Strong communication skills with an ability to communicate in a calm and collected fashion. Excellent editing skills with a good grasp of spelling, sentence structure, punctuation, and all that good grammar entails.
- Experience/consistent performance in deadline-oriented environment due to tight time restraints and volume of work.
- Demonstrated ability to work productively with counterparts in a cross-functional capacity.
- Must be adaptable with an ability to respond quickly in an environment of changing priorities.
- Results-oriented with a proven track record of driving and achieving results and an uncompromising approach to hitting deadlines.
- Ability to effectively prioritize, manage multiple projects at once, and manage your time and others to address multiple responsibilities in a fast-paced, time-sensitive, professional environment. Must be able to set relevant priorities daily as the job requires.
- Editorial mindset that seeks to understand what audiences consume and how to create it.
- Strong knowledge of content marketing strategy and channels with an ability to analyze and present comprehensive qualitative and quantitative performance of content.
- Demonstrate strong project management skills; understanding how to manage the priorities of

multiple stakeholders in a complex environment and focus on the delivery of results in the form of traffic, leads, and sales.

- Ability to effectively work from home from a time zone that is mutually agreed to, with a dedicated space that is quiet, safe, and productive.

Interested candidates

Email your resume and cover letter to Susan McDaniel at susan@execsintheknow.com with the job title as the subject line.