



YELLOW HOUSE MEDIA

Job Description: Content Marketing Manager

Yellow House Media is a start-up content marketing agency serving B2B and B2C businesses. The company's services include:

- Content Strategy
- Content Marketing
- Custom Publishing (Print + Digital)
- Social and Email Marketing

The Content Marketing Manager is a rockstar managing editor/brand journalist/curator whose work sits at the hub of a multi-channel content strategy. You must have an understanding of goal-oriented, branded content-style publishing. A strong and versatile writer/editor committed to understanding brands and how content serves the client's organisational goals. You need to be able to align your writing and research material to these business goals. When you're not writing or poring over analytics, you're managing multiple content projects, whether it's a corporate magazine or blog. The ideal candidate has substantial experience as a managing editor in a traditional media / publishing environment or as a project manager at an agency. Must be capable of identifying opportunities for leveraging content across multiple channels– including print, tablet, social and web.

The Content Marketing Manager must also have strategic thinking skills and the ability to manage print or digital collateral including magazines, blogs, white papers, case studies etc in a way that supports the client's content strategy. You need to be able to think strategically about every page, every photo, every word. The ability to use modern web-based tools for editorial management and experience in SEO and social media marketing are assets. Must understand "workshifting" best practice because Yellow House Media lives in the cloud (So not your typical job right?).

PRINCIPAL RESPONSIBILITIES:

- Project lead for all clients across print and digital channels
- Manages content-first campaigns across print and digital
- Manages social media communities
- Tracks, analyses and makes recommendations based on web traffic data
- Contributes to the preparation of content strategies for all clients based on research findings
- Manages editorial calendars and editorial strategy for all clients
- Writes, curates and edits content as needed
- Manages a distributed team of freelance writers, designers, photojournalists and other contributors
- Contributes to YHM's editorial calendar and is a regular contributor to its blog
- Measures and adjusts client content marketing plans at regular intervals
- Participates in all company-sponsored or company-directed training

JOB QUALIFICATIONS:

Education: Bachelor's or higher degree in journalism or marketing and/or a minimum 3 years experience in content marketing or publishing.