

Content Marketing Manager



As our new Content Marketing Manager, you are an integrated marketing leader who approaches your role with a customer centric point of view. As a strategist, you are focused on understanding the company vision and market landscape to develop a content strategy and roadmap. As a creator, you love developing compelling content and campaigns that impact all stages of the funnel. As a leader, you inspire your team to make them successful. As a collaborator, you are excited to work with Terryberry's Marketing, Product & Technology, & Sales Teams to contribute your innovation mindset to help Terryberry execute its vision and achieve its future goals.

About Terryberry

We are Terryberry, the recognition and engagement company that ignites employee success. While we have been in the business of employee recognition for +100 years, we are entering one of the most exciting times of our history as we transition to an employee engagement SaaS led organization. We are headquartered in Grand Rapids, MI; with locations throughout North American and the UK. Are you interested in joining a dynamic growth company which has a real purpose?

Responsibilities

- Conduct a comprehensive audit of existing content to identify opportunities for optimization and innovation
- Own the development and delivery of an integrated, full-funnel content strategy and roadmap
- Create compelling content that increases Terryberry brand awareness and drives customers along the sales funnel to choose Terryberry
- Produce high-quality resources, case studies, email marketing messages, sales materials, PR materials, and website landing pages
- Develop and execute successful email and social media campaigns
- Push the business to adopt better content creation practices through frequent testing of new content formats and distribution channels
- Be an owner of the Terryberry Brand, evolving brand messaging and brand standards
- Lead, develop, and inspire the Terryberry Content Marketing Team
- Function as a key leader of the Terryberry Global Marketing Team, and collaborate closely with the Product & Technology Team and Sales Team

Skills and Experience

- Bachelor's Degree and +5 years' experience in marketing and/or content strategy + creation
- Customer mindset that seeks to understand what audiences consume and how to create it
- Experience in reporting results, analytics and campaign metrics, including budget reporting
- Experience with Adobe Suite (InDesign, Photoshop, Editing PDFs, Video Creation), Wordpress, CMS (Wordpress preferred), and HTML
- Knowledge of current online tools and marketing trends, including SEO
- Strong leadership, management, and collaboration skills
- Strong analytical, communication, and organizational skills

Email your resume to dlarson@terryberry.com