

JD - Marketing Manager (B2B)

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Role: Content Marketing Manager

Job brief

We are looking for a talented marketing manager to take full responsibility of our content marketing strategies including lead generation using quality content such as reports, whitepapers, infographics and podcasts.

Our ideal candidate is a creative marketing professional, preferably with a writing background. You should be able to develop engaging content to attract target customers in English speaking markets around the world. For this position, it's also essential to be up-to-date with new technologies and marketing trends.

Ultimately, you should be able to expand our company's digital footprint and brand awareness with a measurable objective of increasing inbound leads and converting these into sales prospects through lead nurturing with compelling content that encourages buyers down the funnel.

Our target customers are two-fold, and experience in either sector is highly desired:

- HR, wellbeing and safety leaders at large employers
- Healthcare leaders looking to improve support for common mental health symptoms in pharma, healthcare providers (eg NHS), hospitals and other comorbid mental health scenarios

Geographies:

UK, USA, Europe and english speaking countries internationally.

Responsibilities

- Design content marketing strategies
- Create content with original, compelling copy that will resonate with our target audience
- Collaborate with design team to produce high quality content in consumable visual packages
- Promotion of content through PR, social media and paid channels
- Edit, proofread and improve content
- Optimize content considering SEO and Google Analytics
- Analyze web traffic metrics
- Seek customer feedback and generate ideas to increase engagement
- Production and growth of the company's video podcast
- Grow our brand-publishing magazine and ensure its success in attracting and nurturing new leads
- Recognising industry topics and trends
- Researching quality stats for relevant secondary data points

Requirements and skills

- Proven work experience as a content marketing manager
- 4+ years of experience in producing B2B content
- Editorial mindset with an ability to predict audience preferences
- Past experience building audiences either online or offline
- In-depth knowledge of the CRMs eg Pardot/HubSpot
- Experience in producing smart CTAs according to the lead lifecycle stage
- Good time-management skills and the ability to multitask
- Video editing skills desirable
- Strong interpersonal and communication skills
- Critical-thinker and problem-solver
- Proficiency in WordPress or other Content Management Software
- Understanding of web publishing requirements
- Hands on experience with SEO and web traffic metrics
- Expertise in social media platforms
- Project management skills and attention to detail
- Excellent communication and writing skills in English
- Degree and experience in marketing, journalism or relevant field

Package

1. This is a predominantly remote UK based role, flexitime, with two working days in London each month.
2. Salary is dependent on experience, £45-55k
3. 34 days holiday including bank holidays
4. Private healthcare with Bupa
5. £50 contribution towards gym subscription

You will report directly to the Chief Marketing Officer in a marketing team that includes designers, writers, a social media manager and a member marketing manager.

Why work at Wysa?

Take **ownership** and be an integral part of a **fast growing startup**. You will build valuable skills as a professional while also making friends for life

We offer **flexible work hours**, a possibility for a **fully remote job** and a culture where you thrive and are rewarded for being a smart worker

Join our team for an exciting, challenging and fulfilling role!

About Wysa's Team

Global Team - The team comprises people from all over the world and is distributed around the world. Expand your horizons by working with a multicultural team

Industry Leaders - The founders and senior team members are from IITs, IIMs, London School of Business and have held top positions across Goldman Sachs, Pearson, Microsoft leading cross functional global teams. Work with and learn from the very best

Passionate Colleagues - Work with passionate hard working colleagues who will push the boundaries and only deliver the best

Contact Details!

If you are sold, please write an email to sarah@touchkin.com with your resume attached and the subject line: "Application: Marketing Manager"

