

Content Marketing Manager Job Description

Granular is the leading software and analytics company for agriculture. We are revolutionizing one of the world's largest and most important industries by making farmers' lives easier and making them more profitable. Our products help farmers get access to land, make more efficient use of inputs, and make better business decisions. We currently have offices in San Francisco, CA, Champaign, IL, and Des Moines, IA.

We're looking for a Content Marketing Manager on our small and rapidly growing marketing team. The scope of content you'll be involved with is broad: you will be drafting, editing and brainstorming everything from an email campaign, to a blog, a case study to website and social copy. You will interact with internal stakeholders and sometimes customers and partners to develop compelling content that promotes action from the audience.

You will be an integral part of Granular's success - this is a unique opportunity to accelerate your career in a fast-paced environment with a team full of passionate, committed people who are excited to transform agriculture!

What you will do:

- Accountable for all content marketing initiatives to drive traffic, engagement, and leads to influence sales and customer retention
- Collaborate across functions and silos to deliver an effective content marketing strategy and editorial plan to meet the business objectives at the lowest possible cost
- Use research and customer profile information to create content our audience is looking for and then to optimize the path to conversion or engagement
- Editorial requirements include basic SEO understanding, content categorization and structure, content development, distribution and measurement. Development of editorial governance and excellence so content is consistent with our brand voice, style and tone
- Editorial calendar and content organization workflows must be developed and managed
- Understand the basic best practices of the main social media channels, which content and approaches work on each, and why
- Measurement and optimization of the program will be required on a regular and ongoing basis

Ideal Candidate:

- BA/BS
- 3+ yrs experience in paid, writing heavy jobs
- Experience creating content for Agriculture or similar audiences
- Excellent writer who enjoys producing content at fast clip
- Editorial mindset that seeks to understand what audiences consume and how to create it
- Ability to analyze and present content and social performance
- Experience or exposure to Wordpress, Google Analytics, Slideshare, and the top social channels

- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of quality content that drives engagement, leads and sales

Perks:

- At Granular, perks are more than free lunches, a stocked fridge and happy hours (which we have). We value diversity and treat every employee with a high degree of autonomy and respect
- Have a big impact by joining a small, fast-paced and smart team. We are having fun building a great company and helping one of the most important industries in the world
- Upward movement. We are growing quickly and need talent who can take on increasingly challenging and rewarding roles
- Employer sponsored medical, dental, vision
- Open floor plan, dog-friendly offices
- Competitive salary, bonus plan and generous 401(k) match