

Content Marketing Manager

One Legal is seeking a creative, experienced, and highly motivated Content Marketing Manager to design and execute lead generation programs for our vertical SaaS platform and products across all channels.

The Content Marketing Manager will be an excellent writer and editor, working to identify, develop and evangelize the content that will yield the leads needed to exceed our business objectives. As a leading member of the Marketing team, you will both define strategy and execute it, actively contributing to the development of our overall marketing strategy, best practices and metrics for success.

You are passionate about what you do. Your work style is team-oriented yet you have no problem working independently. You easily shift from strategy to execution. Planning campaigns, setting goals and measuring success is something you enjoy, and pride yourself upon. You are a master of the written word, and on the cutting edge of new technologies, social media, and the many new ways of reaching our audience. You easily communicate your ideas to diverse audiences, and have the ability quickly to grasp and refine highly complex concepts into working ideas and actions.

Duties and Responsibilities:

- Define and execute campaigns for lead generation
- Develop Legal Industry-specific thought leadership pieces (from initial copy development to asset production), such as:
 - Guides
 - Whitepapers
 - Checklists / Tip sheets
- Blog management, curation, and contribution
- Manage the marketing department calendar
- Develop a strategy for contributed content, curate and edit contributions
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and social promotion
- Create sales-enablement collateral that conveys the benefits of One Legal's products and services
- Support the launch of new products and releases with marketing campaigns and content
- Work with the Manager of Training to improve the look and functionality of One Legal's training materials and leverage training materials, including webinars, as lead generating content
- Manage internal and external resources to successfully execute marketing campaigns
- Offer clear guidance to design resources to move from copy to high-quality assets

Skills and Education:

- Previous experience with Salesforce and Pardot required
- BA, BS degree in Business, Marketing or related field; MBA a plus
- 3 - 5 years marketing, advertising, and/or copywriting experience

- Experience managing external contributors
- Exceptional writing and editing skills, with the ability to provide feedback from which contributors may improve
- Strong interpersonal skills, with the ability to influence and collaborate in a cross-functional setting, and effectively interact at all levels of an organization
- Flexible and able to adapt to change quickly and comfortably
- High energy, self-starter, with strong sense of accountability

Benefits:

- Competitive salary
- Sales oriented environment complete with monthly contests, team competitions, visible rankings, and frequent team outings
- Health, dental, vision, Life insurance & 401k
- Lounge with Foosball, Darts, and other games
- Team lunches and other fun activities

Not easy in tech to be cool when you've been around for 25 years, but like Wayfarers and Beards, we're making a comeback! One Legal was the first company in the US to electronically file a document in a court via the Fax machine....and we've been a leader in litigation support ever since. We realized to stay ahead of the game, we would need to really innovate. We started to bring in smart, quirky, and creative talent to refactor everything from our core technology to our product lineup. Last year, we launched one of the first Legaltech incubators in Sausalito and now we're bridging gaps between law firms and courts.