

## Greater Memphis Chamber

### Position Description

**Job Title:** Content Marketing Manager

**Department:** Communications

**Reports to:** Director of Brand Strategy

**FLSA Status:** Exempt

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#### **PURPOSE:**

The **Content Marketing Manager** oversees lead generation campaigns, increases brand awareness for the Chamber, its members and programs, helps position the Greater Memphis region's economic assets, and drives significant growth for the Chamber and its programs.

The role requires someone who thinks analytically and is excited to help shape the future of the Chamber's digital marketing strategy. We're looking for an expert marketer with a passion for #MovingMemphisForward. This person is an experienced influencer who understands content marketing and would be responsible for growing and engaging our audiences of investors, site selectors and stakeholders.

As a member of a nimble marketing team, this role is for someone who loves the idea of rolling up their sleeves and helping drive results with the support of a smart team.

#### Essential Functions:

- Develop and execute on a measurable content marketing strategy that effectively communicates the Greater Memphis Chamber's value proposition, builds sales pipeline, increases brand awareness, and drives conversion.
- Work with the Director of Brand Strategy to develop and execute content-driven marketing programs that powerfully position the Memphis region's Economic Development assets and highlight the region's key business clusters.
- Create content to accelerate our membership sales cycle and drive nurturing campaigns, including website copy, landing pages, email campaign content, case studies, webinar promotion, sales and marketing collateral, and digital ads
- Develop keyword strategies to improve website user experience and SEO for all Chamber affiliated websites
- Design drip campaigns and lead nurturing for membership as well as economic development programs
- Craft compelling, well-researched content for distribution across multiple platforms, including the Chamber websites, campaign landing pages, blog, and social media
- Work with external vendors and stakeholders to create long-form multimedia content that establishes the Greater Memphis Chamber's thought leadership (including articles, white papers, case studies, videos, etc.)

- Collaborate closely with brand and communication team to develop and improve shared content across channels
- Track and report on content marketing performance to organizational leadership and stakeholders
- Manage curation and publishing cadence, including managing relationships with contributing authors from investor companies and other resources as appropriate
- Edit and review content for messaging, brand consistency, and voice; provide education and guidance across departments to ensure high quality for all content
- Develop and maintain editorial calendars and content project plans including blogs, newsletters, nurture campaigns
- Manage website content and our internal content library, complete and update regular content and performance audits
- Assist in production of *Momentum* quarterly magazine by curating article ideas, writing and editing content.
- Maintain proficiency in Adobe CreativeSuite and graphic design in order to assist with in-house design projects as needed.
- Work with a team to execute all Chamber events, including promotion, collateral, content, and on-site assistance
- Compile, analyze, and distribute analytics reports to the Director of Brand Strategy, regularly making recommendations, updates, and improvements to the content strategy based on your findings
- Stay informed of content marketing best practices, industry changes, and emerging tools; make recommendations based on your findings
- Really be able to get to really know our target audiences, their behaviors, and be able to make strategic recommendations based on those findings.

**REQUIREMENTS:**

- Minimum of 3 years of experience in a strategic content marketing role
- Excellent writing and communication skills

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- A versatile self-starter that can create high-level content strategies while simultaneously executing creation of content pieces
- Proficient in website creation tools including WordPress

- A strong portfolio of original writing, preferably in a B2B role
- A solid understanding of SEO/SEM and how to optimize content for target keywords
- Proficient in marketing automation tools, experience with HubSpot is preferred
- Experience with A/B testing and helping construct marketing campaigns is preferred
- Degree in Journalism, Marketing, Communications or relevant field required
- Expertise in social media platforms
- Project management skills and attention to detail
- Excellent communication and writing skills in English

**ENVIRONMENTAL REQUIREMENTS:**

- Most work is conducted in typical indoor office environment.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is:

- frequently required to sit, talk, and hear;
- occasionally required to walk;
- regularly uses hands and fingers to feel, handle, or operate objects, tools, or controls;
- constantly reaches with hands and arms;
- occasionally lifts and/or moves up to 30 pounds;
- regularly uses close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

**This job description reflects management's assignment of essential functions; it was not meant to be all-inclusive of the tasks that may be assigned.**