

### Position Summary

The Content Marketing Manager serves as a resource to other members of the JB Media team engaged in SEO, content strategy, and campaign implementation. In addition to supporting other team members in their professional growth and in their efforts to support our client's success, this position also contributes directly to SEO, content strategy and campaign strategy projects through research, strategy development, content optimization, project coordination, and campaign implementation. Success in this role requires exceptional communication skills, attention to detail, and research skills. Self direction, creativity, collaboration, and strong comfort with complex data are also needed to succeed in this role.

### **Roles & Responsibilities**

#### **Client Services**

##### Proposal Creation & New Client Onboarding

- Contribute to proposal creation and editing for projects involving SEO, content marketing campaigns, inbound marketing, and content strategy
- Research individual clients, including company website, branding, marketing materials, and resources relevant to their industries and audiences
- Participate in new client onboarding, leading the onboarding process when appropriate

##### Keyword Research

- Conduct, organize, and/or review thorough keyword research using the Google Keyword Planner and additional industry tools
- Create keyword matrices when appropriate

##### Website Evaluations

- Conduct and support others completing client website evaluations for technical SEO including: metadata analysis, link analysis, site error assessments, site speed, mobile-friendliness, etc.
- Execute or support others completing client website evaluations for existing traffic sources, highlighting organic traffic and resulting site engagement through that channel
- Review and conduct content audits for clients and client competitors
- Complete and review competitor research and comparative link and keyword analysis
- Provide recommendations regarding site conversion, calls to action, and usability as appropriate
- Support the evolution of website evaluation, SEO auditing, and content marketing services to support client success and JB Media's sustainability

##### Site Architecture

Oversee or create the following:

- Site architecture recommendations
- Visual representations of site, blog architecture, and/or page relationships as appropriate for the project using mind mapping and/or spreadsheets

##### SEO & Content Strategy

Develop or contribute to the following as appropriate:

- Technical and onsite SEO strategies to support the project goals
- SEO editing and content optimization
- Content strategies focused on earning organic search traffic
- Content calendars as appropriate
- Presentations on research findings, recommendations, and strategy deliverables to clients

## Job Description: Director of SEO & Content Strategy

- Collaborations with JB Media team members on strategies, timelines, and deliverables for content and campaigns as requested

### Link Building

- Run link intersect reports for clients as needed
- Develop link building recommendations as needed

### Content Marketing Strategy

Develop content marketing strategies that focus on creating and distributing content to the client's target audience to achieve their goals including:

- Target audience research and development
- Channel distribution strategy including email, social media, digital advertising, and influencer/partner marketing as appropriate
- Content topic research
- Content calendar creation

### Content Marketing Campaigns

Oversee the implementation of content marketing campaigns including:

- Project manage campaign asset creation including: written content, graphics, videos/animations, ad copy, ad design, website landing pages, and email campaigns
- Develop and manage relationships with partners and influencers to support client campaigns
- Monitor campaign execution
- Adjust strategy as needed to meet client goals

### Reporting

- Analyze the results of SEO strategies and content marketing campaigns using Google Analytics, Google Search Console, and additional industry tools
- Set up and manage goals and tracking within Analytics
- Track organic keyword rankings
- Report campaign and strategy results to internal team working on the project
- Report campaign results and updates to the client as defined within the scope of work and project role
- Evolve reporting offerings and processes for efficiency, client education, and support of additional engagement with clients as appropriate

### Client Communication, Training & Reporting

- Provide consistent, timely, and positive customer service
- Serve as project lead for both JB Media teams and client writing teams as needed
- Provide formal and informal education to clients, including training sessions, explanation documents or guides
- Create, edit, and deliver reports or report sections to assigned clients based on the requirements defined in the scope of work. Collaborate and coordinate with other team members serving the same client to create cohesive reports that reflect the quality and range of services provided and JB Media Group's brand

### Web Development

- Serve as point person for collaborations with web development and design teams, JB Media teams, and the client or outside vendor as needed
- Oversee the addition of content or add content to client sites and interlink as needed

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- Ensure technical changes to clients sites are made to support the SEO strategy including 301 redirects, Analytics integration, page layout, architecture changes, and more. Provide instructions to clients, delegate to the other team members, and fill in as necessary.

### **Leadership & Strategy**

#### SEO Team Support & Development

- Support the continued improvement of skills, practices and capacity of the JB Media team in SEO, content strategy, and campaign strategy
- Schedule, plan, and lead team meetings to share best practices and trends in SEO. Discuss projects and provide support.
- Collaborate with the Project Manager on project management systems and processes that support the needs of content strategy and SEO projects
- Stay up to date with trends and industry changes to support content strategy development for SEO and the creation and delivery of effective client services

#### Strategy & Process Support

- Participate in internal client strategy and planning meetings with other JB Media team members also serving the same client. Lead these meetings as necessary or requested
- Consider, suggest, test, and collaborate with other members of the JB Media Group team on strategy and systems to better serve clients, respond to industry changes, and improve the team's work experience

### **Team Contribution, Communication & Support of the JB Media Culture**

- Meet deadlines as assigned and/or communicate with the client and team members when deadlines require changes
- Communicate with fellow project team members on a timely basis regarding the status of assigned work to facilitate smooth workflow for all team members. Utilize the appropriate communication method or project management tool to provide updates and notifications
- Communicate with clients and the JB Media team in a timely and professional manner
- Attend and participate in staff, service, and client team meetings. Lead these meetings as appropriate
- Participate in company initiatives
- Support and help preserve the Core Values

### **Additional Duties**

- Attend sales meetings with prospective clients as requested
- Communicate with the Director of Business Operations on schedule, workload, needs, and assignments
- Utilize JB Media's communication systems including team or client group email systems, project management system, shared documents, etc., to remain informed and to collaborate with other members of the team
- Provide peer feedback for employee reviews as requested