

Digital Content Marketing Manager

The Digital Content Marketing Manager develops and implements a comprehensive content marketing strategy to meet our team goals seeking to get our content viewed by our target audiences as much as possible.

Role and Responsibilities

1. Strategy
 - a. Work with SPT core team to help identify and refine brand elements
 - b. Work with SPT division leads to identify communications objectives
 - c. Identify audience interests related to SPT objectives
 - d. Establish key metrics to assess success in communications strategies
 - e. Conceptualize and design content development and distribution strategies to achieve SPT objectives
 - f. Develop SEO strategies
 - g. Define systems and standards for a cohesive communications strategy
 - h. Identify potential collaborations with other Vaisnava and/or ISKCON groups to create combined communications campaigns.
2. Management
 - a. Support the creation of original, high quality, engaging content
 - b. Manage the scheduling and publishing of content on all channels
 - c. Facilitate engagement with our content, and ensure timely and effective response to comments and questions
 - d. Administer all communication channel templates, profiles, and other static content to ensure alignment with brand and integration with content strategy
3. Acquisition
 - a. Create and implement strategies for acquiring new followers and social media subscribers
 - b. Create and implement strategies for expanding email and messaging subscriber lists
4. Analytics
 - a. Analyse social media, email and web traffic, YouTube views, FB followers, video likes, shares and user engagements, etc.
 - b. Monitor SEO and user engagement and strategize content optimization
5. Learning
 - a. Stay up-to-date with new digital marketing strategy and technologies
 - b. Communicate and network with industry professionals

Preferred Skills and Qualifications

1. Bachelor's degree in Marketing, Journalism or relevant field
2. Proven work experience as a Content marketing manager
3. Strong knowledge of content marketing strategy and channels
4. Expertise in social media platforms
5. Proficiency in MS Office and WordPress
6. Understanding of web publishing requirements
7. Clear, effective communicator—verbally and in writing—with the ability to be persuasive

8. Excellent writing skills in English including excellent grammar, punctuation and spelling skills
9. Editorial mindset that seeks to understand what audiences consume and how to create it
10. Hands on experience with SEO and web traffic metrics
11. Project management skills and attention to detail including an ability to manage multiple projects and juggle priorities
12. Ability to develop, organize, and maintain process documentation

General Qualifications

1. Results-oriented; proven ability to prioritize, drive and achieve results through self and others under time pressure.
2. Demonstrated ability to work productively with counterparts in a cross-functional capacity
3. Ability to effectively prioritize and manage your time to address multiple responsibilities with an uncompromising approach to hitting deadlines
4. Must be able to respond quickly in an environment of changing priorities
5. Must be able to communicate in a calm and collected fashion

Time Commitment:

At present, the position requires a minimum commitment of 12 to 15 hours per week. Devotees seeking full-time service may need to accept additional responsibilities while the service develops.

How to Apply

To apply for this position, please use our online application form at <http://gbcsp.com/serviceapplication>

To see other available positions and to learn more about the GBC SPT, visit <http://gbcsp.com/service>