



## **Content Strategist Job Description**

Thank you for your interest in working with SalesQualia! Our company's mission is to help 100 enterprise startups hit \$10mm ARR in the next 10 years. We blend world-class coaching with access to hundreds of hours of content through our exclusive Client Library. We also embrace the power of peer support and are building an awesome online community of current clients and alumni through our private community group.

We're hiring our next Content Strategist to join our team of contractors. As a key contributor, you will be responsible for owning and executing the content roadmap for the company. Your main goal will be to increase engagement across all mediums targeting our Ideal Customer Profile (ICP).

### **As the Content Strategist, you will be responsible for...**

- Managing the development of new content as well as optimizing the use of existing content to use across various mediums. This includes email campaigns, case studies, video scripts, social channels, and podcasts.
- Managing the process of auditing and organizing current content in our client library to make it more accessible and user-friendly.
- Owning how we communicate to existing and future clients through social and email marketing campaigns.
- Optimizing SEO across all our platforms.
- Designing and implementing marketing campaigns to promote live events.
- Managing multiple projects simultaneously while maintaining 99.9% attention to detail.
- Becoming a subject matter expert on how people interact with our content.

- Developing a content strategy roadmap and calendar through to the end of Q4.
- Leveraging current data to improve engagement.

### **This means that every day, you will...**

- Manage the process of how raw content is transformed into useful content.
- Manage the production of the content calendar.
- Be responsible for sourcing posting relevant content to our community on social media.
- Optimize the conversion rates of email campaigns and landing pages.
- Leverage existing content and use this to post to LinkedIn, Circle, and to our website.
- Work with team members and our project manager to ensure the client experience is optimized when they visit our client library.
- Be responsible for the day-to-day running of our marketing funnel.

### **Our experience shows that to be successful in this position, you'll need to hit these targets by the end of the year (2021)...**

- 3 X subscription to our email marketing list.
- 2 X our podcast subscribers.
- Build out and implement a content roadmap and calendar.
- Audit the existing content in our client library and come up with recommendations on how to improve the customer experience.

### **Our Technology Stack**

Slack, Gmail, Google Drive, Evernote, Calendly, Circle, YouTube, Zoom, PandaDoc, LinkedIn, Stripe, Asana, WordPress, and Active Campaign.

Ideally, you've worked with each of these software platforms, but it's not a deal-breaker if we have to train you on a new system – we know how quickly the communication, media, and productivity tools out there are changing.

### **Within 1 month, you'll...**

- Learn how we process and use raw and existing content every day.
- Familiarize yourself with LinkedIn, Circle, and other social channels, and make your first post.
- Learn how to navigate our current marketing lists in Active Campaign and how our marketing funnel works.

### **Within 3 months, you'll...**

- Use social media every day to increase engagement to our marketing lists and subscribers to our podcast.
- Kick off a project to audit and leverage existing content.
- Be ready to start implementing our marketing funnel.
- Manage the delivery and processing of raw content.
- Build out the first draft of a content roadmap and calendar.

### **Within 6 months, you'll...**

- Own content delivery across the organization.
- Run point on all social media posts and email marketing.
- 2 X the number of people who have signed up to our marketing list.
- 2 X the number of subscribers to our podcast.
- Run our marketing funnel.
- Manage the delivery of the content roadmap and calendar.

This position can be either part-time or full-time, depending on the candidate. As a part-time position, a minimum of 20 hours is required. Salary and compensation will be commensurate with experience. The compensation is competitive and is a combination of base salary,

commission, and bonuses based on hitting your success metrics. We also have a company profit-sharing plan and quarterly bonus program based on reaching company and individual performance metrics.

This may also be either a contract or company employee position, depending on the candidate and their requirements.

SalesQualia is based in Davis, CA, but we are a remote team (even before the recent global events...). It's expected that you have access to a professional office setup that is free from distractions and is representative of the level of professionalism our clients expect and deserve.

### **Now...let's talk about you**

- You have at least 2+ years of content marketing or digital marketing experience preferably within the startup community (B2C and B2B experience is a plus).
- You have a positive attitude, love to learn, and love to teach, and are adept at working remotely.
- You're awesome at managing project timelines, quality issues, resources, and budgets.
- Your attention to detail is legendary.
- You absolutely LOVE the problem we're solving for our customers and feel you are ready to contribute to achieving our mission and vision as a key member of our team.

## **We're hiring for this position because of our company's growth trajectory. Now what?**

We require two items in your submission to us – your resume and a cover letter.

Now... About that cover letter... This is VERY important!

Please include all of the typical reasons why you'd be an outstanding candidate for this position, plus answer the questions below – they are required as part of your cover letter.

1. Over the past 12 months, what has been your most important achievement – either professional or personal?
2. If you were a Superhero, which one would you be and why?
3. Please tell us why you feel like this job was written specifically for you.

If we feel like you may well be the perfect candidate, we'll contact you to set up a short phone screen to kick off the interview process. We'll only contact those candidates that we feel are a good match.

### **Got Questions?**

We've done our best to describe the company, our customer, and the role. But hey, we're not perfect, so if anything here is unclear, include any questions you might have in your cover letter.

I think that's it.

If you're awesome, we want to hear from you!

Please send your completed application to: [hire@salesqualia.com](mailto:hire@salesqualia.com)