

Lead Content Marketing & Strategy

Brief about the job:

We are seeking a talented Lead – Content Marketing and Strategy (Content Marketing Leader) who is passionate about applying their creative talent to establish SmartKarrot as a leading authority in the Customer Success space.

You will provide content marketing leadership and help create valuable content to wow prospects, educate customers, and grow our brand in the marketplace and work closely with our global leadership team.

We are a leading SaaS Customer Success company on a high-growth trajectory—this makes it a great opportunity for your career. We are a very fast-paced, collaborative, culture-driven environment.

If you are someone who is passionate about content creation, highly organized, creative, data-driven, and a self-starter, we would like to hear from you.

Responsibilities

1. Write high-quality, original, engaging content to establish SmartKarrot as a leading authority in the Customer Success space.
2. Develop strategy and guide tactical execution of content planning, development, and distribution.
3. Lead the development of all forms of market-facing content—including thought leadership, website, blog, cornerstones, landing pages, eBooks, case studies, emails, Quora, ad copies, video scripts, press releases, etc.
4. Guide a small team of talented content writers to build and operate a content marketing powerhouse.
5. Perform strategic updates, repurposing, and clustering of existing content. Coordinate with marketing and design teams to illustrate articles.
6. Ensure all content is of the highest quality, well-researched, brand-voice and style-guide consistent, SEO-optimized, engaging, and conversion-oriented.
7. Co-create and meet data-driven content marketing goals in line with business objectives. Analyze, report, and optimize team and content performance.
8. Progressively establish yourself as a thought leader in the Customer Success space. Establish, nurture, and leverage influencer relationships and co-marketing opportunities.
9. Develop expert understanding of the industry, company, product, buyer personas, customers, competitors, and ecosystem players.

Requirements

1. 10-20 years of relevant work experience as a senior content writer / content strategist / content marketing head or similar role (including some solid experience in B2B SaaS and/or technology space).
2. Professional portfolio of published content demonstrating content leadership and excellent writing skills in English.
3. Bachelor's degree in English, Communications, Journalism, Public Relations or similar is preferred.
4. Team leadership and project delivery experience in a fast-paced, high-growth start-up environment involving cross-team collaboration.
5. Authorship on and/or experience writing for reputed publications, e.g. Forbes, is highly preferred.
6. Exceptional communication (spoken, written, and visual) and interpersonal skills to effectively manage teams and interface with key internal and external stakeholders.
7. Prior experience in the Customer Success or a related space is highly preferred.

Position type - Full time

Location - Bangalore
