

CAREER OPPORTUNITY

DIGITAL CONTENT MARKETING MANAGER

Office Location | Cambridge, MA

Reputation Institute (RI) is the world's leading provider of stakeholder measurement, membership and management services, working with global brands like BMW, Lego, Pfizer, P&G and SAP. For 20 years RI has been at the front lines of brand and reputation management, and now fueled by new investments and the success of our team members and partners in 40 countries, we are planning to aggressively grow our US operations in 2017.

Known globally as the reputation experts, RI delivers our data, insights and best practices through hands-on client engagements, subscription services, and our Reputation Leaders Network (RLN) events and executive training. Over the next year we also plan to launch new SaaS tools and add-ons that bring our stakeholder benchmark data to new markets and popular analytics platforms.

Our US team is made up of smart, hard working, analytical thinkers who have a passion for collaborating with some of the brightest minds in brand marketing and measurement. Headquartered in the historic American Twine Office Complex in the heart of Cambridge's Kendall Square neighborhood, RI offers a vibrant work environment at the center of one of the country's top innovation and cultural hubs.

DIGITAL CONTENT MARKETING MANAGER

The Digital Content Marketing Manager will work with RI's Global head of Marketing to source, storyboard and create original multi-format content that informs, connects with, and ultimately motivates our global audience to engage with RI's experts and sales team. The Digital Content Marketing Manager will also create derivative content based on RI's extensive research library and RepTrak® surveys, and will be a key contributor to the roll out of our "content factory" demand generation engine.

Essential Duties and Responsibilities:

- Working with the marketing team, execute against a content plan to feed PR, demand generation efforts and brand profile building.
- Develop and own the marketing content calendar, building upon RI's research. Deliver high-quality content to support thought leadership and build a strong bench of content relevant for top, mid and bottom of the funnel engagement and conversion.
- Edit contributed work from RI's experts and partners.

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- Develop frequent and contextual blogs, white papers, Insights papers and partnered thought leadership pieces. Create relevant and compelling content to feed the demand generation process, engage existing customers and drive SEO.
- Keep up-to-date on the latest trends and news in the relevant space, leveraging this for content for social and SEO impact.
- Own the development of collateral to support the sales process. Ensure messaging and voice is consistent and aligned with company's overarching messaging.
- Explore new formats of delivery for sales collateral; build out interactive formats like videos and ebooks to support Sales.
- Work with creative and campaign teams to ensure goals are achieved.
- Help to brainstorm new topics, formats and campaign concepts to elevate RI brand and connect with target prospects and influencers.

QUALIFICATIONS:

- 5+ years relevant content marketing / industry writing experience in a B2B environment where company sells to CXO-level buyers.
- Self-motivated and detail-oriented.
- Excellent writing and editing skills; understanding of SEO concepts.
- Experience creating high-impact technical white papers, case studies, executive profiles, event recaps, along with blog posts and infographics.
- Passion around brand measurement is strongly desired.
- Strong time management, organizational, and communication skills.
- Proficiency with Adobe Creative Suite and Microsoft Office required.
- Ability to work in the United States (Required)
- Bachelor's Degree in Journalism, English, Marketing or Communications

BENEFITS:

We offer our employees a benefits package that includes a competitive base salary and annual bonus program.

Reputation Institute is committed to diversity in the workplace and is an Equal Opportunity Employer.

Please address all cover letters and resumes to Tammy Olsen at tolsen@reputationinstitute.com

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Hear what our clients and team say about RI

"Our CEO now utilizes quarterly general-public reputation measures in 15 countries consolidated into a single dashboard to report to our Board. Reputation Institute's framework has helped us understand our stakeholders."

 Chief Marketing Officer,
MasterCard Worldwide

RepTrak®
Trust

"To be ranked among the most reputable companies is a great honor, and a reflection of what our 325,000 team members strive to deliver every day."

 SVP Integrated Marketing and Communications, FedEx

Expertise

Honest
Integrity

"We believe the survey is a great way to measure how we perform as a company and we remain dedicated to continue to live up to the expectations children, parents and other stakeholders have on us."

 President and CEO,
The LEGO Group

Global
RLN

"A large part of Levi Strauss & Co.'s successful 162-year history is our commitment to quality apparel that never goes out of style and an unrelenting focus on innovation."

 President and Chief Executive Officer,
Levi Strauss & Co.

Teamwork
Advisor

"We believe reputation is built on our commitment to customers to provide quality, innovative products and back them with integrity."

 Director, Global Public Relations, John Deere

"Bacardi strives for continuous progress and improvements in everything we do. It's very rewarding to see that we are making real strides in corporate governance, innovation, reputation and overall citizenship with others around the world taking notice. A three-point jump in just one year to the number 90 spot in the Global RepTrak 100 rankings is extremely satisfying."


BACARDÍ
CEO, Bacardi Limited

What our team says about RI

RI is the best place to grow as a professional. We work hard and we have fun doing it. Simply put, we are the Gold Standard of reputation management. Our Founders literally wrote the book on it and our clients sing our praises

"To me, RI is an opportunity to create a legacy in reputation measurement and management. The chance to do great work, be great, and expand upon our reputation as the gold standard in our field of reputation."

ONE

"It means transparency, collaboration and partnership across offices and departments."

"We share the same financial goals – and we show each other the respect deserved. We have a spirit of we win together. No one person can claim all the success and no one person takes all the blame."



"A better system of communication and transparency. I do know that geographical distance presents an issue, but I do believe that it will be of high value if we learn more about the people in different offices."

"One RI is a mindset, a way of working, and a collective goal. Globally we need to unite around a common purpose and to collectively work towards the same outcome."

"I recently joined RI and from my vantage point One RI means that although we are dispersed throughout the globe we share a single vision."

For more information about the firm, please visit our website at www.reputationinstitute.com.