



Content Marketing Manager

About GeoPoll

GeoPoll is a leading research organization that uses mobile phones to gather direct, real-time insights from millions of people throughout Africa, Asia, and Latin America. Working with clients including global brands, media outlets, and international development groups, GeoPoll facilitates projects that measure vital indicators around the world.

About this Role

GeoPoll is looking for an experienced Content Marketing Manager in Denver, CO, or Washington, DC to lead our research-driven content marketing strategy. Reporting to the Director of Marketing and working with other members of the marketing team, you will grow our content marketing strategy while bringing new ideas to the table, creating and editing multiple content types, and evaluating the success of our efforts. You will also suggest and manage internal research studies, topics of which can include everything from the rise of ecommerce in Africa to access to clean water following natural disaster.

The ideal candidate for this role will be an efficient self-starter who can lead the content creation process from start to finish, juggle multiple pieces of content at once, and improve our overall content marketing strategy through analysis of performance metrics.

Responsibilities

- Generate new leads and channel existing contacts through the marketing funnel by creating and editing content including research reports, guides, case studies, blog posts, and videos.
- Develop GeoPoll's content marketing strategy, including managing the overall editorial calendar, ensuring content is consistent with GeoPoll's brand guidelines, exploring new content distribution avenues, and optimizing content for SEO.
- Serve as a project manager for GeoPoll's internal research reports, collaborating with other teams to brainstorm, develop, and write up research studies.
- Build and optimize lead nurturing workflows and conduct A/B testing around email content, landing page copy and more.
- Develop marketing personas and ensure targeted content is created for all personas.
- Create systems to analyze and report on the success of the content marketing strategy.

Qualifications:

- 5-7 years' experience in content marketing, journalism, international development, academia, or another related field.
- A demonstrated ability to distill complex topics into digestible content for multiple mediums.



- Excellent writing, editing, and grammatical skills and experience developing content for a variety of audiences.
- Strong knowledge of inbound marketing strategies and SEO best practices.
- Experience with Hubspot, Marketo, or other marketing automation platforms, and with creating landing pages and nurture emails to drive conversions.
- Strong project management skills, with the ability to work on multiple projects at once, meet tight deadlines, and manage regularly shifting priorities.

Candidates will stand out if they have any of the below preferred qualifications:

- Experience writing academic or research-based studies.
- Experience working for an internationally-focused company.
- Experience in a startup environment.
- Strong analytic and quantitative skills and intermediate level Excel skills.
- Intermediate HTML/CSS skills and experience developing WordPress pages.

Benefits

- Fully covered medical, vision and dental benefits and a 401k match
- Unlimited PTO (we recommend taking at least 15-20 days/year) in addition to company holidays
- Flexible work environment

To apply please send a cover letter and resume to jobs@geopoll.com with Content Marketing Manager in the subject line.