

<https://fintechnews.africa/job/head-of-content-at-kriptomat/>

Head Of Content

Description

In this role, your goal will be to determine and establish the content marketing strategy for the company, ensuring that it serves the larger strategic imperatives. You will be driving the organic growth and ensuring the execution of all our inbound marketing initiatives. With highly-developed project management skills, you will set prioritisation across multiple stakeholders, establish editorial calendars and effective workflows that focus on delivering business results (growing the company's customer base, driving brand-recognition). You will manage a team of writers, designers, and SEO experts. The company wants to be an industry-leader in the content sphere, and the team is looking forward to you getting them there.

Responsibilities

- Manage all aspects of content production, distribution and measurement
- Set targets, then establish reporting structures around these targets
- Manage the output of the content team to meet business requirements
- Produce high-quality content that drives the business targets
- Take ownership of our CRM marketing efforts
- Deliver regular customer and internal communication

Main responsibilities will be:

- Determine, set and manage our global content strategy
- Establish our content marketing team by hiring and managing writers, designers, developers and SEO resources
- Develop plans for the distribution and promotion of content by identifying the correct internal and external channels
- Create and maintain our editorial vision: tone of voice and visual identity across all forms of content
- Optimise for SEO by creating high-quality content around relevant terms and improving our company's SERP rankings across the marketing funnel
- Take ownership of the company's blog. Publish blog content that addresses the needs of our customers and brings new ones
- Quantify and track the content marketing KPIs that directly impact our business. Proactively adjust and optimise these in order to drive continuous growth of all content verticals
- Take ownership of email marketing, customer segmentation and conversion workflows
- Conceptualise and deliver creative campaigns to build brand and product recognition
- As we are a growth-phase start-up, you will be expected to get your hands dirty, so the ability to produce top-quality content yourself is a must-have

Qualifications

- 7+ years of marketing and content creation experience

Hiring organization

Kriptomat

Kriptomat is a fintech company headquartered in Tallinn, Estonia. Ever since we got founded in February 2018, we have been growing and providing unparalleled service to our clients. Kriptomat is working tirelessly to ensure everyday people can purchase, store, send, and receive cryptocurrencies effortlessly. This movement has just begun, and the team looks forward to providing their crypto community with outstanding solutions for many years to come.

Employment Type

Full-time

Job Location

Remote work from: South Africa

Date posted

13 May 2022

apply

- 2+ years of team management experience with emphasis on content and creativity
- Experience in B2C Tech/SaaS industry experience and high-growth start-up environments
- Experience producing content for web and knowledge of distribution channels (blog, social channels, affiliates)
- Experience in SEO analysis and optimisation, search ranking factors and key algorithm updates
- Experience in International content development and localisation processes
- Experience in managing multiple projects at once and the ability to adapt in a fluid, high-growth environment
- Excellent communication skills (written, verbal, presentation, and interpersonal)
- Native level English, both spoken and written
- A positive attitude and a strong focus on results

Ideal, but not a must:

- Previous experience in fintech/crypto industry

Job Benefits

- Work with a highly collaborative, innovative, diverse, and bold team, passionate about crypto and committed to continuous learning and personal/professional development
- Enjoy remote work with all the necessary equipment for maximum comfort and performance
- Access anything you need for your continuous professional development – from training courses and reference books to a personally organised growth plan
- Have fun at team building activities and workshops