



CONTENT MARKETING STRATEGIST

ROLE OVERVIEW

Topcoder is looking for a Content Marketing Strategist to own and execute our overall content strategy, including the planning, writing, and editing. You'll also be working closely with our marketing and sales teams and help support our social media and digital strategies. As our Content Marketing Strategist you'll have the opportunity to think through how to best craft relevant content and presentations to engage our target audience.

Drive how our content brings our brand to life, increases engagement, and promotes thought leadership.

CORE OBJECTIVES

- Lead content development from brainstorming through to production
- Deliver consistent and engaging, high-value content, targeted at specific audiences
- Help grow and engage our earned audience of subscribers and social connections
- Regularly audit and improve website; writing and editing content to ensure it's up-to-date, accurate and easy to use.



- Act as an internal point person to various departments as needed for editorial and content-related projects.
- Implement brand voice and AP Style (plus Oxford) standards across all content.

WHY TOPCODER

Topcoder is the largest crowdsourcing marketplace that connects businesses with hard-to-find expertise. The Topcoder community includes more than one million of the world's top designers, developers, data scientists, and testers. Global enterprises and government agencies like Comcast, GE, NASA, and many more use Topcoder to accelerate innovation, solve challenging problems, and tap into specialized skills on demand.

Job Description

- Accountable for all content marketing initiatives to drive traffic, engagement, leads, that deliver sales and customer retention.
- Collaborates across functions and silos to deliver an effective content marketing strategy and editorial plan to meet the business objectives and within an operational budget
- Write or manage the production of high-value content, targeting decision makers and senior-level executives at enterprises and government agencies
- Assist with script writing for animated or interview style video content
- This role requires a brand publisher mindset: create the content our audience is looking for and then to optimize the path to conversion
- Editorial requirements include basic SEO understanding, content categorization, and structure, content development, distribution, and measurement. Development of editorial governance so content is consistent with our brand voice, style, and tone.
- Editorial calendar and organization workflows must be developed and managed.
- Assist and understand basic best practices of the main social media channels, which content and approaches work on each and why
- Measurement and optimization of the program will be required on a regular and ongoing basis
- Collaboration with creative resources including designers, writers, and other agency personnel
- Integration of content programs with brand campaigns to drive demand.
- Be an advocate for the value of content marketing and organic marketing within the organization across different business units and lines of business, and identify new opportunities for integration beyond core initiatives.



REQUIREMENTS

- BA/BS or equivalent working experience
- 5-8 years of experience
- Experience creating content for the web and growing a social audience
- An editorial mindset that seeks to understand what audiences consume and how to create it
- Ability to analyze and present content and social performance
- Experience with WordPress, Google analytics, Content Repositories, and the top social channels
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in engagement, leads, and sales.

IDEAL FIT

You would be an ideal fit if you meet these qualifications:

- You have a passion for creating useful content
- You enjoy digging into topics and crafting narratives
- You are resourceful and take pride in repurposing of content for myriad audiences and mediums
- You enjoy the opportunity to craft stories
- You get jazzed by the potential of smart people + technology
- You can balance a workload that is both deadline driven, but also allows for in the moment creativity and brand fun

We are an equal opportunity, affirmative action employer: minorities, women, veterans and individuals with disabilities are encouraged to apply.