

Director Content Marketing

Description

About Q4At Q4, we make an impact together, obsess over our customer, operate with integrity, and bring big ideas to life. Q4 is the leading capital markets access platform that is transforming how issuers, investors, and the sell-side efficiently connect, communicate, and engage with each other. We are a trusted partner to more than 2,650 public companies globally, including many of the most respected brands in the world, and we maintain an award-winning culture where our team members grow and thrive. We are on our way to becoming the largest and most trusted, Investor relations platform company in the world. We hire smart, curious, and talented people to push boundaries, reimagine what's possible, and turn challenges into opportunities. All while keeping the needs of our clients at the heart of everything we do. Come grow with us!

The gig. As the Director of Content Marketing, you would be responsible for crafting the overall vision, strategy and direction of Q4's content-driven initiatives. This includes devising industry-leading concepts and managing those ideas through to production, bringing your ideas to life. The successful candidate brings industry insights and a relentless commitment to innovation that will continually push Q4's business forward. You will support both demand generation and brand awareness needs; requiring a mix of a performance-based mindset, setting KPIs and metrics for assessing custom content solutions, with the ability to write creatively to expand the perception of Q4's brand as a leader in the capital markets. You will be expected to forge and maintain close working ties with internal and external thought leaders, social influencers and others. You will supervise and manage the work of the content team, ensuring that we produce nothing but best-in-class content that delivers business results.

Key Responsibilities: Develop a content strategy that will help drive brand awareness in established and new markets and reinforces the voice of the Q4 brand. Intimately understand the needs of our customers, with the ability to translate company priorities and product features into language that resonates with our audience. Identify and measure content KPIs and their impact on revenue. Boost Q4's profile as a thought leader by crafting content that is valuable and action-oriented. Build out and manage a network of internal and external thought leaders and subject matter experts (SMEs) to contribute to our content needs. Create content, starting with discovery of information from SMEs, creation of the story/narrative and drive the project through design, approvals, and publication. A strong understanding of SEO best practices as they relate to content and the ability to naturally incorporate, when appropriate. Coordinate with internal and external designers to produce professional-grade assets. Ability to be nimble enough to take on new projects, prioritize tasks, and solve problems in real-time with your own judgment. Oversee and manage content team members, lead experiments testing new content formats, write and edit stories, SEO keyword optimization, and engage with readers. Work with various third party vendors, including multimedia designers and video editors, to bring content ideas to life.

Desired Skills, Education & Experience: 8+ years of experience in content marketing, writing or similar role. 3+ years experience managing content team members. B2B writing experience required. Knowledge of Investor Relations and/or capital markets is required. Extensive knowledge of social media best practices. Bachelor's degree or equivalent, with an emphasis on marketing and/or creative writing. Strong creative, editorial mindset is essential to develop ideas for content on a daily basis across a variety of content formats and client categories. Proven storytelling expertise. Ability to keep track of a multitude of simultaneous activities. Experience managing content production in a variety of media (interactive digital, written content and audio/video production). Strong command of social media channels and distribution strategies. Ability to translate business challenges into content

Hiring organization

Q4

Job Location

Remote

Base Salary

\$ 50000 - \$ 110000

Date posted

May 9, 2024

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solutions. Impeccable relationship-building and communication skills. Exceptional writing, visual-storytelling and editing skills. Dedicated to excellence — with a drive to constantly do better. Attention to detail and organization skills.

Why Q4? We are motivated by solving complex problems in unorthodox ways. Emphasis on your well-being means you experience your true potential. We offer a variety of benefits to ensure you can always work hard and have fun:

- Health, wellness & lifestyle benefits to balance your heart, mind, and body;
- Pension matching incentives to support your financial health;
- Unlimited paid time off so you can truly recharge and enjoy life;
- Choose your home, one of our trendy offices, or mix it up with our flexible working environment;
- Virtual team building and socials, keeping people connected is important to us; and
- A fantastic culture to top it all off!

Join #Q4orceQ4! Our diverse and inclusive workplace fosters a friendly, open-minded environment. Diversity makes us stronger from the increased pace of innovation to strengthening our culture. With great reasons to work here, take advantage by submitting your application to join our growing team. Q4 values diversity and people of all backgrounds and abilities. Should you require any accommodations prior to or during the interview process, please contact hr@q4inc.com.

#LI-Remote

#q4orce Please mention the word ****HELPED**** and tag [RMTUxLjgwLjE0My4yMDY=](#) when applying to show you read the job post completely ([#RMTUxLjgwLjE0My4yMDY=](#)). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via [RemoteOK.com](https://www.remoteok.com)