Content Marketing Manager

Description

Who We Are: Alpaca is a fast-growing series B fintech startup thatâ??s raised over $120 million in funding. Alpaca is an API-first stock, options and crypto platform that enables developers and businesses across the world to build trading algorithms, applications, and brokerage services. Our globally distributed team consists of developers, traders, and brokerage specialists, and is backed by a group of prominent investors and highly experienced industry angel investors, including Tribe Capital, Horizon Ventures, Spark Capital, Social Leverage, Elefund, Portag3, and Y Combinator. And, of course, we are very enthusiastic about open source contributions as well as community building. The Alpaca Herd (Our Team): We have 150+ globally distributed (remote) team members who love to have work from their favorite places in the world. We have team members based in the USA, Canada, South Africa, Singapore, Hong Kong, India, Nigeria, Brazil, United Kingdom, and more! We love candidates who have passion to make a global difference in financial services and technology, by impacting local communities, and becoming a part of our hyper-growth company. Your Role: Weâ??re looking for a Content Marketing Manager with a strong project management mindset to execute Alpacaâ??s developer-first content strategy. This also includes managing our growing contributor network around algorithmic trading, building Fintech apps and our corresponding social platforms. We want you to be a doer and a quick learner with strong interest in algorithmic trading and/or for-developer tools who can also naturally immerse yourself into existing CMS and social platforms such as Ghost, Reddit, X and LinkedIn. This role is highly collaborative and in order to succeed, must work cross-functionally across many teams including but not limited to Product, Developer-Experience, Compliance, Design, and more. Alpacaâ??s Marketing team is 100% distributed and remote. This role is an individual contributor reporting directly to the Marketing Lead. Working Timezone Preference: Eastern, North America Things You Get To Do: Content Strategy & Planning Collaborate with the marketing and product teams to identify content opportunities and gaps Support the development and management of content strategy, content calendars, topic tagging, classification, brand voice and tone Explore and implement various content formats, including written articles, case studies, videos, infographics, webinars, and podcasts Content Production & Management Develop and manage content management strategy, calendar, tagging, classification and platforms Work with our OAuth and Developer experience team to write, edit, and publish in-house content Project manage article contributions to our /learn and /blog resources page by managing and growing our contributor network Liaise and work with writers, editors and other content creators SEO & Traffic Generation Drive traffic to our website and content properties by understanding SEO, engaging in relevant communities in online platforms, and leveraging topical keywords to build virality around articles Experience with SEO content marketing and KPIs is a plus Social & Community Engagement Own posting and engagement across Alpacaâ??s social channels Engage with relevant communities to promote our content and brand Foster relationships with key influencers, partners, and industry experts to amplify content reach Building online communities or managing community advocacy programs is a plus Metrics and Reporting Support Marketing Lead in establishing metrics and key performance indicators around the impact of the content and measure ongoing performance Who You Are (Must-Haves): 3+ years of combined experience in software development and creative and technical content development and/or project management Strong interest in algorithmic trading, quants trading, for-developer tools, OS Creative problem solver with a passion and knack for finding unique content solutions to meet complex challenges Driven by data and the desire to learn, grow and continuously improve Team player

Hiring organization
Alpaca

Job Location
New York City, New York, United States

Base Salary
$ 65000 - $ 110000

Date posted
June 9, 2024

Apply Now

who thrives in a fast-paced, ever-changing, high-growth Excitement about Alpaca and democratizing access to global markets is a huge plus Please mention the word **BRILLIANTLY** and tag RMzUuMjIxLjI0LjIwMQ== when applying to show you read the job post completely (#RMzUuMjIxLjI0LjIwMQ==). 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