

Content Manager

Description

Senior Content Manager Job description We're looking for a talented Senior B2B Content Manager to join our Global Marketing team. If you know what it takes to deliver a steady stream of high-quality content at scale and have experience in the B2B finance sector, this role could be perfect for you. You'll collaborate closely with our Head of Brand & Content to create impactful content that captures the attention of busy CEOs and financial decision-makers, positioning iBanFirst as the new standard in international transactions.

What will you do ? Dig into internal resources and interact with company experts to develop a smart and thorough understanding of our products, our value proposition, our persona's challenges and interests. Work hand-in-hand with the Head of Brand & Content and help shape and refine the editorial calendar for all our written marketing content. Produce top-notch content for our key global marketing initiatives from blog posts, eBooks, guides, website copy, to LinkedIn posts, and newsletters. Find, vet, and partner with talented freelance writers to bring our content plan to life. Edit and refine content produced by freelancers to ensure accuracy, clarity, and consistency with our tone of voice and core messaging. Work with Product Marketing and our Graphic Designer to ensure all assets within our Sales Kit are up-to-date, aligned with our core messaging principles, and feature flawless copy. Work with Marketing Operations to analyze and report on content and campaign performance.

What do you bring? You have proven experience – at least 5 years – in content marketing, ideally with a focus on financial services, payments, FinTech. You will have to take up a part of the writing yourself. You have outstanding writing and editing skills in English and can easily break down complex concepts into easy-to-understand, engaging and persuasive copy. You have experience in juggling multiple contractors – freelancers, agencies – and projects successfully. You have a good understanding of best-in-class on-page SEO practices. You are an enthusiastic team player and also a self-starter who can own their role and roll up their sleeves. Speaking French is a plus.

What do we offer? Meal vouchers powered by Swile Health Insurance plan powered by Alan Gymlib Subscription A remote-friendly work environment Regular offsite and internal events

Our recruitment process:

- A phone call with Antoine Labadie, our Talent Acquisition
- An interview with Myriam, Head of Brand and Content Marketing
- A study case to do at home
- Final interview with David Remaud, Chief Marketing Officer.

Who are we ? Founded in 2016, iBanFirst has quickly established itself as the leading alternative for businesses that trade and carry out international payments. iBanFirst offers a next-generation cross-border payment experience that combines a powerful platform and the support of FX experts. With iBanFirst, executives and finance teams can get direct access to currency markets, receive, send and track payments and develop tailored hedging strategies. With more than 350 employees in 10 European countries, processing a volume of transactions worth more than €1.4 billion each month, and listed by the Financial Times as one of Europe's fastest growing companies, iBanFirst became in less than 10 years a trusted partner for SMEs across borders. iBanFirst has the financial backing of the French public investment bank (bpiFrance), European venture capital leaders (Elaia, Xavier Niel), and the American investment fund Marlin Equity Partners (more than 8 billion dollars of capital under management). Regulated by the National Bank of Belgium as a payment institution, iBanFirst is authorized to operate throughout the European Union. Member of the SWIFT network and SEPA certified, iBanFirst holds AISP and PISP accreditations under PSD2. Please mention the word ****DELECTABLE**** and tag RMTguMjM2LjZiNi42MA== when applying to show you read the job post completely (#RMTguMjM2LjZiNi42MA==). This is a beta feature to avoid spam applicants. Companies can search these words

Hiring organization

iBanFirst

Job Location

Remote

Base Salary

\$ 60000 - \$ 105000

Date posted

June 10, 2024

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Contacts

Job listing via RemoteOK.com