



Civilis is a trailblazing relationship-focused sales, marketing, operations and culture consultancy that helps businesses throughout North America break through barriers to growth. Civilis' seasoned consultants work alongside management teams, board leadership, entrepreneurs and CEOs to implement results-oriented business strategies that accomplish what's never been done before.

We're adding another Content Marketing Manager in our Marketing practice who will help our clients attract more customers and grow their top and bottom lines.

Here are the position details and requirements:

POSITION TITLE: Content Marketing Manager

POSITION STATUS: Full-time, exempt

POSITION OVERVIEW

The Content Marketing Manager's primary responsibility is to ensure that Civilis is an indispensable partner to its clients. Duties include:

Client-facing

- Acting as a primary point of contact for a group of designated clients
- Working closely with each client to establish and document campaign goals and success criteria
- Developing an understanding of the personality and communication style of the client and adjusting interactions with the client to fit that style
- Regular content/topic generation calls with each client
- Creating outlines for blog articles and preparing writing assignments for writers
- Writing content, including social media posts for a variety of platforms (e.g., Facebook, Twitter, Instagram, LinkedIn)
- Educating clients about changes in social media and other marketing-related platforms that affect them, recommending changes in services, and selling additional marketing services as appropriate for each client's success
- Regularly reviewing campaign success metrics and reports with clients, establishing new success metrics and campaign plans accordingly, and communicating campaign plans to the deliverables/content generation team
- Ensuring campaign is meeting or exceeding each client's goals, expectations, success metrics and quality standards
- Looking for and recommending opportunities to provide additional marketing services and/or expand our scope of work with each client
- In-person meetings with clients as appropriate

Team-facing

- Advocating for each client with the rest of the Civilis team



- Regularly communicating each client's needs and expectations to the rest of the Civilis team to ensure that deliverables exceed client expectations
- Ensuring all client deliverables meet or exceed Civilis' quality standards
- Collecting and communicating social media marketing best practices to the supervisor and peers
- Working with Civilis strategists to evaluate campaign(s) performance and make recommendations for improving results of campaign(s)
- In-person meetings with Civilis team members as appropriate

Administrative

- Tracking status of all client deliverables and working with deliverables/content generation team to ensure deadlines are met or exceeded
- Capturing each client's information and data in CRM system per Civilis protocols
- Improving and documenting operational processes relevant to the position
- Proofreading and editing articles/posts on behalf of designated clients as necessary
- Posting articles and other content on behalf of designated clients as necessary
- Other projects and tasks as assigned

SUCCESS CRITERIA

Success will be measured by:

- Client satisfaction, retention, and upsell rates
- Content generation calls resulting in minimum of 3 articles/topics per one hour of client time
- Quality control as demonstrated by client rejection rate of 15% or less
- All contractual obligations between Civilis and client are met

REQUIRED QUALIFICATIONS

- Proven ability to relate to business owners' business challenges/concerns
- Minimum 5 years' experience in client service, account management or project management
- Minimum 5 years' experience working on, designing and/or implementing successful social media, PR, digital marketing campaigns
- Broad experience writing for and posting to social media channels, including blogs, Facebook, Twitter, Instagram, and LinkedIn
- Strong creative writing and proofreading skills
- Proven ability to interact with all levels of management and work as a collaborative team member with internal and external clients
- Exceptional verbal and written communication skills, excellent listening skills, excellent grammar, professional phone voice



- Proven competency using Microsoft Office applications, including Word and Excel
- Experience with CRM systems, such as Salesforce.com
- Bachelor's degree or equivalent work experience in journalism, marketing, business or other related field
- Experience working in a less rigid workplace and/or home office environment preferred

REQUIRED COMPETENCIES- POSITION

Attention to Detail

Sees things others don't; double checks the accuracy of information and work product to provide accurate and consistent output; carefully monitors the details and quality of own and other's work; expresses concern that things be done right, thoroughly and precisely; completes all work according to procedures and standards.

Empathy

Genuinely cares about people; has a respectful understanding of what others are experiencing; judges others by their own standards; senses others' feelings and perspectives and takes an active interest in their concerns; wants the best for others; demonstrates compassion; seeks to help others deal with problems.

Intellectual Horsepower

Is bright and intelligent; deals with concepts and complexity comfortably; described as intellectually sharp, capable and agile.

Organizational Agility

Knowledgeable about how organizations work; knows how to get things done through both formal channels and informal networks; understands the origin and reasoning behind key policies, practices, and procedures, understands organizational cultures.

Organizing

Can coordinate resources (people, funding, material, support) to get things done; manage multiple activities at once to accomplish desired goal/s; uses resources effectively and efficiently; arranges information and files in a useful manner.

REQUIRED COMPETENCIES - COMPANY

Customer Focus

Dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; makes customers and their needs a primary focus; initiates and builds strong relationships with customers to develop trust and credibility.



Dealing with Ambiguity

Adjusts style and approach to suit situations that involve rapidly challenging tasks, shifting priorities, unforeseen obstacles, and simultaneous demands or transitions into new assignments; can decide and act without having the total picture; is not upset when things are up in the air; does not have to finish things before moving on; can comfortably handle risk and uncertainty.

Drive for Results

Can be counted on to exceed goals successfully; is constantly and consistently one of the top performers; very bottom-line oriented; steadfastly pushes self and others for results.

Problem Solving

Uses logic and creative methods to solve difficult problems with effective solutions; conducts an objective analysis of the issues at hand and looks beyond the obvious for the best possible solution; able to analyze all options and arrive at the most effective course of action.

Quality Orientation

Promotes and maintains high standards of quality at work; applies discipline and a detail orientation to work activities and constantly looks for ways to improve the quality of products or services; encourages others to have high quality standards in their work.

Self-Development

Demonstrates eagerness to grow professionally and personally; makes constant effort to improve skills and performance; learns from previous experience and mistakes and applies lessons to improve future performance; accepts constructive criticism and uses it to enhance performance; initiates project debriefs to clarify learnings (both what worked well and what could be done more effectively in the future); consults relevant sources (e.g., appraisals, reports, videos, customer feedback) to get insight into his or her own performance.

Self-Motivation

Sets clear personal goals and timelines for achieving results; works through processes with little or no follow up; effective within a virtual workplace; able to manage time effectively.

Teamwork

Works collaboratively with others to achieve team goals and objectives; has enthusiasm for the organization and commitment to its cause; stands behind the organization's ideals, vision and mission; knows when to put aside differences for the common good.



Written Communications

Is able to write clearly and succinctly in a variety of communication settings and styles (including e-mail); tailors communications, formal or informal, to the level and experience of the audience; can get messages across in a manner which achieves the desired effect; uses appropriate writing styles consistent with organizational guidelines and norms.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT

- Home-based virtual office
- Company computer, software, phones and other related equipment will be provided
- A physical barrier to prevent noise and other distractions while working and on the phone with clients must be provided by employee
- Sitting, viewing a computer monitor, and typing on keyboard for several consecutive hours
- Listening and talking on phone through a headset for several consecutive hours
- Occasional regional travel by automobile or airplane

HOW TO APPLY

If this sounds like your kind of role and if you meet all our qualification criteria, please email and attach a resume and cover letter in Word or PDF explaining why you're an ideal candidate to hire@civilisconsulting.com. Include the words Content Marketing Manager in the subject line. Online applications will not be considered.