

CONTENT MARKETING MANAGER

Mogli Technologies delivers impeccable Salesforce implementation services to global nonprofits, social ventures, foundations, and international development organizations. Our systems are easy to use and have robust functionality. Our fantastic client services team has won the loyalty of clients around the world. We are a small, high-trust team focused on accelerating a rare and unique niche of high-impact organizations.

We're looking for a Content Marketing Manager to join our team. The ideal candidate will be a creative individual ready to take the Mogli brand to exciting places while equally being able to manage the pragmatic day-to-day of the marketing program. The Content Marketing Manager will be responsible for planning, developing, and implementing the overall company's content strategy. You will develop engaging content to attract and retain our clients. For this position, it's also essential to be up-to-date with new technologies and marketing trends. This role will require close partnership with the leadership, product, services, and sales teams. The position will require creativity, impeccable relationship & planning skills, and independence. We are a small but growing entrepreneurial business seeking a candidate who is motivated, creative, and capable of evolving and growing with the company.

What we hold sacred around here:

Trust. We authentically extend trust in our relationships and all that we do. We seek to create a culture where you will thrive, have the autonomy to do your best work, and serve clients the way you have always wanted to.

Empathy. It's a powerful characteristic that's about being in tune, seeing, knowing, and understanding while also relating as a human in a tech-minded world. Instead of serving our own interests, we are wired to serve others. Drive without purpose and intention isn't our gig.

Hustle & Tenacity. We are a driven group of individuals who are happiest in motion. We take pride in delivering exceptional experiences for our clients. We are invested in setting people up to succeed, and when there are challenges, we will stay with it through resolution.

Creativity. This characteristic is essential in what you do and how you do it. Whether through our tech, how we support our unique client needs, or how we creatively scale and grow with each other, a creative approach often makes the difference in showing up fully for our clients and each other.

Proactive with a Twinkle in Your Eye. You know something about something and you are excited to help share that knowledge with the team, prospects, and clients. Your thoughts and actions are proactive in mind.

Growth Minded & Open to Change. Mogli is in growth mode and being at ease with change will help you succeed and evolve with us.

What your day to day looks like:

- Work closely with the VP of Marketing on refinement and execution of organizational wide content marketing strategy.
- Lead content and thought leadership strategy and calendar for all Mogli marketing tactics, including but not limited to email campaigns, white papers, case studies, sales enablement, marketing events, external facing webinars, and monthly podcasts.
- Safeguard and refine Mogli's brand to ensure consistency across all channels.
- Lead scripting and storyboarding efforts for both internal and external marketing and public relation efforts.
- Establish and monitor key metrics and outcomes for marketing materials and campaigns.
- Benchmark closely with the Marketing Creative Manager on the outline, design, and production of supporting visuals for campaigns.
- Execute deliverables with timeline focused urgency and exquisite attention to detail.

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Mogli Technologies | 104 2nd Avenue Niwot, CO 80503 USA

www.mogli.com

- Optimize content considering SEO and Google Analytics.
- Analyze and report on engagement metrics to ensure content is optimized.
- Collaborate closely with strategic external partners to amplify Mogli's value proposition.
- Serve as primary organization lead for client testimonial amplification, NPS surveys, and client-led thought leadership opportunities.

What you bring to the table:

- 5+ years of content marketing, Salesforce, Tech app, or services marketing experience preferred
- Proficiency, or strong desire to gain proficiency in Hubspot for content management and email campaign purposes
- Understanding of web publishing requirements and GDPR compliance
- Editorial mindset with an ability to predict audience preferences
- Hands-on experience with SEO and web traffic metrics
- Expertise in content creation across various social media platforms including Twitter and LinkedIn
- Refined project management skills and attention to detail
- Excellent communication and writing skills in English
- BS degree in Marketing, Journalism, or relevant field
- Well-rounded marketing experience in email and communications

Salary and Benefits

- \$85-100k, dependent upon experience
- Complete Medical, Vision, and Dental insurance, fully covered by Mogli
- STD, LTD & Life Insurance
- Matching 401k plan
- Flexible Time Off, 9 US Public Federal Holidays, 6 paid sick days
- Bonus incentives for productivity milestones set by management
- Work from anywhere

Please submit a cover letter and resume to jobs@mogli.com.

Customer Story Development/Case Studies
Call to Action Asset Development
Demand Generation Campaign Support

Basic PR (Internal and Paid Wire Releases)