

# Qmarkets is looking for a Content Marketing Lead!

## About the Role

Qmarkets is looking for a Content Marketing Lead who can take ownership of all content-related marketing activity across multiple platforms, channels, and formats to drive demand, sales, product engagement, retention, and advocacy at a fast-paced innovative SaaS company!

In this role, your primary objective will be to galvanize and invigorate our target audience of corporate business leaders, and consequently help Qmarkets to achieve its ambitious growth goals. We are searching for someone with a strong aptitude for crafting compelling content at every level - whether you're writing a 25-character piece of ad-copy, or a 2,500-word white paper.

This is an exciting opportunity to join a marketing team at the beginning of a new chapter, with plenty of scope for growth, development, and impact!

## You Will Own...

- All content under the Qmarkets brand, including blogs, whitepapers, newsletters, webpages, presentations, brochures, ad copy, mailers, and more...
- Implementation, distribution, promotion, and analysis of content across various platforms and channels (Email, Social, Web and more)
- Creation and execution of a social media strategy across Twitter, Facebook, and LinkedIn
- Development and management of relationships with social influencers
- Research and analysis of competitors, marketplace, latest industry trends, and target audience challenges/pain points
- Collaboration with design, growth, product, customer success, sales, and other teams to develop compelling content tailored to various audiences and scenarios

## About You

- English native speaker - a MUST (preferred US or UK)
- BS/BA preferably in English, Communications, Marketing, Journalism, or relevant field
- At least 5 years of digital marketing experience, with a minimum of 3 years in content marketing and a strong preference for B2B/SaaS
- Exceptional research, writing and editing skills (preference towards long-form business strategy/consulting thought leadership and persuasive essays and articles)
- Experience writing and editing product marketing content and sales enablement materials
- A strong understanding of SEO techniques and related tools
- Experience planning and managing multi-channel content campaigns

- Ability to juggle multiple projects with demanding deadlines, while giving and receiving constructive feedback and working well across teams
- Hands-on experience with various tools within the marketing stack, including:
  - Content Management Systems, especially WordPress and Elementor
  - HubSpot, Marketo, or other similar Marketing Automation platforms
  - Google Analytics or other similar Web Analytics applications

Our HQ is in Israel, but we have employees spread across Germany, the UK, the USA, and more. For this role you will be able to work remotely, however we are ideally looking for someone to work with us face-to-face on a regular basis in Birmingham, UK.

## About Qmarkets

Qmarkets is an established leader in the field of idea and innovation management, offering solutions to enable enterprises around the world to leverage the wisdom of the crowd. The flexible platform provided by Qmarkets is designed to help clients manage their innovation processes from end to end, as well as locate, analyze, and implement groundbreaking ideas effectively.

At Qmarkets we strongly believe in the infinite potential of collaboration. When people are empowered to work together in a transparent way, they can achieve amazing things. If you share these values and want to help leading organizations across the globe to achieve them, then we would love to hear from you!