

Qmarkets is looking for a Content Marketing Specialist (Remote)

About the Role

Qmarkets is looking for a Content Marketing Specialist who can take ownership of all content-related marketing activity across multiple platforms, channels, and formats to drive engagement and demand 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 understanding of marketplace, competitors, latest industry trends, and target audience challenges/pain points
- Close collaboration with the marketing team, reporting primarily to the Marketing Manager but working directly with the VP of Marketing, Marketing Designer, Growth Marketing Manager, and more
- Collaboration with various internal stakeholders (design, growth, product, customer success, sales) to develop a holistic understanding of the company and create compelling content tailored to various audiences, scenarios, and challenges

About You

- English native speaker - a MUST (preferred US or UK)
- BS/BA preferably in English, Communications, Marketing, Journalism, or relevant field
- At least 3 years of digital marketing experience, with a minimum of 2 years of content writing.

- Experience working for companies in a B2B/SaaS environment is preferred
- Exceptional research, writing and editing skills (preference towards long-form business strategy/consulting thought leadership and persuasive essays and articles)
- Experience writing and editing blogs, emails, landing pages, ad copy, and more
- 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. We are ideally looking for someone in the UK, however we can be open to any candidates working from a UTC-adjacent time zone.

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!

Please send your CV to: HR@Qmarkets.net