



Content Marketing Manager

Reports to: Director of Operations

Location: Washington, DC | Remote

Salary: \$83,000-\$93,000

TeleGeography is looking for a Content Marketing Manager to oversee their inbound marketing efforts. The ideal candidate will have ample content marketing experience, killer communication instincts, and the ability to juggle overlapping lead generation campaigns.

Here's what you'll tackle:

- Develop and execute a content strategy in support of leads and pipeline
- Serve as the editor-in-chief of the TeleGeography blog and oversee related content efforts, from e-book development to turning conference presentations into downloadable conversation pieces
- Own and execute a monthly content calendar, leveraging internal experts, clients, and industry voices to create content designed to establish thought leadership, attract prospects, and nurture leads
- Share these brilliant posts and PDFs with our audience through email campaigns and social channels
- Oversee freelance contractors to promote content via LinkedIn advertising campaigns and other relevant channels
- Manage evergreen content library, which entails updating published content with new stats and messaging throughout the year
- Measure the impact of our content and make the necessary adjustments to reach our marketing goals

Here's what we're looking for:

- Three years experience creating B2B-focused digital marketing content for lead gen
- A content chameleon—you're comfortable with an array of formats, including e-books, case studies, articles, webinars, white papers, blog posts, social media, and more
- Management skills and experience overseeing multiple projects
- The ideal candidate has knowledge of the telecom industry and/or experience using the HubSpot marketing platform

A bit about TeleGeography and the Marketing Team:

TeleGeography is a telecommunications data provider known for independent analysis and really gorgeous maps. Our research, data, and benchmarks cover a wide spectrum of telecom functions impacting the world's largest enterprises. We're talking about submarine cable mapping, cloud and WAN, mobile/broadband/voice, data centers, IP and transport networks, network pricing, and more.

That's what we do.

As for who we are, TeleGeography is made up of smart, kind professionals around the globe. Most of them work out of the Washington, DC headquarters, including the majority of the marketing team. TeleGeographers are curious and knowledgeable (we know our way down a Wikipedia rabbit hole). And we've developed a reputation for being a welcoming, rewarding place to work. We look forward to bringing on another thoughtful colleague to share our research with the world.

Notes

(Senior?) Content Marketing Manager vs. Data Operations (?)

Core CMM function: develop and maintain TG content

- Oversees Editorial Calendar
 - Blogs >> Create the Content
 - Emails >> Share with Network
 - Social Media >> Promote Outside of Network
- Inbound Content Upkeep
 - One-pagers
 - Landing pages
 - Core website assets

Framing: we previously framed this position around the suggested output (2 blogs/week, etc.) instead of the intended impact (lead KPIs)

- Never felt like we had enough control on the KPIs to confidently set targets
- Should we target marketers with experience in targeted accounts?
- What's the right way to frame their domain? Calendar vs. KPIs vs. Campaigns