

Content Marketing Manager

Foxit is remaking the way the world interacts with documents through advanced PDF technology and tools. We are a leading global software provider of fast, affordable, and secure PDF solutions that are used by millions of people worldwide. Winner of numerous awards, Foxit has customers in more than 200 countries and global operations. We have a complete product line and an exciting and aggressive development schedule.

The primary role of the content marketing manager is to create content that tells our story, ensure that content is shared on the channels our prospects use, and measure the results of these activities. You will manage a team of content contributors, and you will be responsible for a wide range of content marketing planning, execution, measurement, analytics, and reporting. You will work directly for the vice president of marketing and with the rest of the marketing team to identify and execute high-impact content marketing programs that drive product downloads and purchases.

Role and Responsibilities

- Work across functions to deliver an effective content marketing plan and content development strategy that enables us to meet company growth targets.
- Be accountable for all content marketing activities that result in increasing website traffic, product downloads, purchases, and renewals.
- Develop and manage content marketing calendar and organizational workflows across digital channels including social media, email, and newsletter distribution.
- Creation of messaging framework and implementation so content is consistent with our brand voice, style and tone.
- Management of all creative resources including designers, writers, and other agency personnel.
- Measurement and optimization of programs on a regular and ongoing basis.
- Executive presentations on the program approaches and metrics.

Qualifications

- Experience creating content for the web and growing an avid audience across different personas and across industry verticals.

- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment, with a focus on the delivery of results in the form of engagement, leads and sales.
- Understanding of best practices of social media channels, including which content and approaches work on each, and why.
- Basic SEO understanding, content categorization and structure, content development, distribution and measurement.
- Ability to analyze and present content and social performance.
- Editorial mindset that seeks to understand what audiences consume and how to create it.
- Experience with Google analytics and the top social media channels a plus.
- BA/BS or equivalent working experience.

Resumes and cover letters may be submitted to jobs_us@foxitsoftware.com