



## Content Marketing Director

Are you a content marketing professional who is looking to grow into a new role as a content marketing director? Do you have experience in developing strategies and leading an implementation team? Do you feel comfortable developing a blogging calendar, crafting an email marketing automation strategy, and overseeing writers as they develop compelling content?

Green Apple Strategy is looking for a driven and organized content marketing professional to serve as our team's Content Marketing Director. This role will be a full-time position, and you will work with team members in Nashville, Birmingham, and Charlotte, as well as content specialists from across the country.

The ideal candidate is a self-confident and creative individual who can shift between several clients and marketing opportunities daily. You should possess the ability to review content to assure it is on topic and on-brand and should be comfortable with presenting and leading ideas with the client. The ideal candidate would be comfortable in a creative work environment and should excel at providing feedback to other writers when a piece needs more work. Green Apple is a collaborative workplace, and our Content Marketing Director should have a team-centered approach to creating strategy. The Content Marketing Director should have a positive attitude as they work solo or as part of a team.

### POSITION SUMMARY

The Content Marketing Director will work alongside the Client Relations Team and the Client Relations Director to manage strategies for all client accounts. They will also work alongside the Digital Marketing Team to ensure collaboration on all content marketing and digital marketing efforts when applicable.

### RESPONSIBILITIES

- Collaborate with the account team and attend all meetings, leading strategic idea generation
- Review monthly reports to find opportunities for improvement
- Manage the development of all content marketing strategies and lead team members in the implementation of those strategies

- Ensure that all content (blog, email, social, video, marketing collateral, etc.) is on-brand and in line with each client's messaging approach
- Monitor employee performance while managing a robust workload and lending strategic support to the team
- Monitor all client messaging to ensure timely and correct information is being published
- Act proactively, always looking to be a solutions provider for our clients
- Work with the Content Marketing Team and Client Relations Team to streamline all content marketing efforts for better client results and improved team capacity

### *SUPERVISORY RESPONSIBILITIES*

Content Marketing team members (both full-time and part-time)

### QUALIFICATIONS

#### *SKILLS*

- Ability to oversee and manage the quality of clients' content
- A proven track record of exceptional strategic planning and creative concept development
- Technical and creative writing skills with experience in blogging, social media, website content, email marketing, and both print and digital marketing collateral
- Detailed proofing and editing skills
- Proficient in Google Workspace and Microsoft Office, a plus
- Familiar with Basecamp project management system, a plus
- Proficient in a Mac workspace, a plus
- Ability to work alone and as part of a team

### EDUCATION AND/OR EXPERIENCE

- A Bachelor's degree in marketing, communications, journalism, or a related field; a minimum of five (5) to (7) seven years experience, and/or equivalent education or experience in job-related activities are required.
- Agency experience is strongly preferred.

### WORK ENVIRONMENT

The Green Apple team follows a virtual workplace model. Green Apple has a collaborative workspace, located at 41 Peabody Street in Nashville, Tennessee, that allows team members to work together in an open-office environment, host brainstorming sessions, and schedule client meetings. Green Apple team members are welcome to work from home as much or as little as

they desire. Team members will be asked from time to time to be at the office for meetings or to meet in person with our clients at other locations. The Green Apple team does have periodic scheduled in-person team meetings and outings, as well as daily Zoom huddles. This position will report to the CEO.

## COMPENSATION & BENEFITS

This is a full-time position. Health benefits are available to full-time employees through BlueCross BlueShield of Tennessee. Individuals are covered at 100% with dependent plans available at the cost of the employee. Discounted dental and vision plans are also available at the cost of the employee. If the employee declines coverage, a health stipend is not offered. All employees receive 15 days of PTO up to three years of service and gain a week at year four. Paid holidays are also provided.

To take the next step in the application process, please visit:

<https://www.cultureindex.com/c/IRSc341jcu>

We would love to know your Enneagram type. Take the free test [here](#). Please send resumes to [samantha@greenapplestrategy.com](mailto:samantha@greenapplestrategy.com).