Content strategy is one of the pillars of ClickGUARD’s overarching marketing strategy.

As the lead content strategist at ClickGUARD, you’ll get to showcase your expertise in using content to attract and engage internal and external stakeholders, use your strategic and creative skills to refine, enhance, and drive our brand awareness, and promote our brand.

What will you do?

More specifically, you’ll get to:

Develop content strategies for traditional and digital marketing channels, and content marketing and distribution platforms.

Use consumer analytics to determine the best way to engage users, increase customer loyalty, generate leads, and measure brand awareness.

Work with cross-functional teams to establish and articulate internal and external key messages, and ensure that content is aligned accordingly.

Use your understanding of SEO, keyword research, information architecture, and usability best practices to deliver targeted content.

Work with writers and marketers to deliver stories that are aligned with business goals.

What we're looking for?

Extensive content marketing experience (min 2-3 years).

Extensive copywriting experience with demonstrable skills in producing intent-based copy

Demonstrated experience in producing a variety of content across all distribution channels.

You love to learn and implement the best practices across content marketing channels and your track record of quota achievement proves it.

Experience deriving analytics on conversions and channel growth

You are a self-starter who is driven to exceed set targets.

You are comfortable speaking up and you spend time doing the research before forming a strong opinion.

You like to operate in a team which includes sharing best practices with others while also asking for help when needed.

You are comfortable with performance management.

Organized and able to multitask

Who You’ll Work with

You'll be working closely with our content copywriters and reporting to our Head of Digital Marketing <a href="https://www.linkedin.com/in/hirasyedemran/">Hira Syed</a>.

What’s in it for you?

Competitive salary + performance bonuses

Work that fits your personality and lifestyle

Your hours are flexible, and so is your vacation

Any equipment/software/tech that you need to do your job

You can work from anywhere in the world - We work remotely!

Join and help shape the future of PPC advertising

Once a year all expenses paid company get-togethers

How to apply

If all of the above got you interested and believe you would be a good fit for the role - we invite you to submit a formal application via the "Apply Now" button on this page.

All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected veteran status, age, or any other characteristic.

We are not accepting agencies' recruitment assistance at this time.