

Content Marketing Manager

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Company: DigitalOcean

Location: Pakistan

Category: other-general

What You'll Be Doing:

Create content that is findable, readable, understandable, actionable, and shareable for various web properties and company blogs.

Utilize SEO best practices and keyword strategies to boost website traffic.

Refresh and edit diverse content types, including articles, blog posts, buying guides, using analytics data.

Research topics related to the industry to enhance industry knowledge and improve existing content.

Learn and understand technical product details.

Stay informed about emerging and existing trends in content writing and web copy.

Master various systems and SOPs to produce quality content.

Collaborate with the editorial team to ensure timely production, review, and publication of content.

Repurpose content for different distribution channels, such as infographics, slide decks, and LinkedIn carousels.

Use tools like Google Analytics, Google Search Console etc. to analyze the impact of published content on business results, including signups and paid conversions.

Understand CTAs and interlinking to regularly test and improve click-through rates.

Comprehend content funnels and create targeted content accordingly.

Engage in topic ideation and plan deliverables with the project management team.

Conduct competitive research using tools like SEMRush, BuzzSumo, and all the newly developed AI tools.

Create thorough outlines for content types for editorial review and approval.

What We'll Expect From You:

Strong technical knowledge of the cloud computing industry.

Around 3 years of minimum experience in content writing, technical content creation, copywriting and online research.

Strong attention to detail and the ability to maintain accuracy in a fast-paced work environment

Ability to multitask while meeting short and long term deadlines

Creative problem solving and analytical skills

Willingness to learn new tasks and software

Exceptional online research skills

Solid English written and verbal communication skills

Should be able to work both independently and in a collaborative environment

Experienced with editing, revising, and writing copy

Familiarity with SEO best practices

Outcomes driven approach in writing is a must-have.

Why You'll Like Working for DigitalOcean:

We reward our employees The salary range for this position is based on relevant years of experience and skills. Employees may qualify for a bonus in addition to base salary; bonus

amounts are determined based on company and individual performance. We also provide equity compensation to eligible employees including grants of equity upon hire and the option to participate in our Employee Stock Purchase Program.

We value development. You will work with some of the smartest and most interesting people in the industry. We are a high-performance organization that is always challenging our teams and employees to continuously grow. We maintain a growth mindset in everything we do and invest deeply in employee development through formalized mentorship and other internal programs. We provide all employees with reimbursement for relevant conferences, training, and education.

We care about your well-being. In addition to cash and equity compensation, we also offer employees a competitive array of benefits. In the United States, these include health insurance, flexible vacation, retirement benefits, a generous parental leave program, and additional resources to support employees' overall well-being. While the philosophy around our benefits is the same worldwide, specific benefits may vary in other countries due to local regulations and preferences.

We value diversity and inclusivity. We are an equal-opportunity employer and we do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

*This is a Hybrid role based in Karachi, Pakistan

#LI-Hybrid

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