

Title: Content Manager
Reports To: Marketing Manager
Department: Marketing
Classification: Exempt

Company Information:

Origami Owl is a direct sales customizable jewelry company started by a 14-year-old girl with a big dream. Our mission is to be a force for good; to love, motivate and inspire people of all ages to reach their dreams and empower them to make a difference in the lives of others. We believe in inspiring and equipping both our sales force and corporate team to live well-balanced, successful, and transformational lives. We live by the Golden Rule, and highly value family unity, respect, personal growth, positivity, and a pay-it-forward mindset.

Position Summary:

This position's key objective is to expand and engage with our vibrant and growing Origami Owl customer through content across all marketing channels. This role is responsible for developing and managing compelling content that supports a unique and differentiated brand experience...telling stories and creating emotional connections. The ideal candidate will be able to thrive in a fast-paced environment, take feedback with a positive attitude, and develop a strong understanding of our brand voice.

Responsibilities:

- Strategize and generate all consumer content to ensure it is on-brand, consistent in terms of style, quality, tone of voice, and optimized for each channel including organic social media, digital ads, email, website, product descriptions, and print material such as our product catalog (AKA Take Out Menu)
- Influence and improve all phases of the consumer journey from traffic generation and website experiences, to post-visit consumer engagement through content that enhances yet simplifies the customer's experience with Origami Owl
- Create content standards by channel for each major product launch and campaign
- Request and oversee the creative process of creating content multimedia elements (pictures, graphic elements, video, audio, etc.) ensuring all marketing materials are accurate, well-produced, and meet campaign objectives
- Collaborate with a variety of individuals in the ideation and creation of marketing materials, including marketing counterparts, graphic designers, product development, sales training, executive level, and Founders/CEO
- Regularly evaluate content lifecycle; specifically, what needs to be refreshed, updated, and retired
- Lead consistent content reviews with department management and internal teams to ensure content accuracy and effectiveness – continuous content audit and optimization
- Maximize search impact of all content, SEO
- Establish and manage high level relationships with current and future content partners such as social media influencers, bloggers, etc.
- Manage marketing content calendar strategy, including cross-functional communication
- Implement system to effectively track, manage and report on all content requests

Position Requirements:

- Bachelor's Degree in Communications, Journalism, Marketing, Public Relations or equivalent experience
- 3-5 years of content marketing experience in an ecommerce business or consumer goods brand
- Familiarity with Chicago Manual of Style and/or AP Style; strong language and grammatical skills
- Excellent creative writing ability
- Advanced understanding of appropriate software, including Microsoft Office (Word, Excel, PowerPoint), Adobe Acrobat, WordPress and text-based HTML editors
- Solid content strategy and calendar creation understanding
- Ability to think conceptually, ensuring creative tone/voice support the brand, key objectives and align with strategy
- Have an assertive professional personality and be a competent researcher – comfortable asking questions and seeking answers
- Self-starter with project management skills, ability to stay focused in an extremely fast-paced, deadline-driven environment
- Excellent organization and prioritization skills, ability to handle multiple projects across different modes of communication
- Excellent communication and presentation skills with the ability to present to a variety of audiences, tailoring communication style accordingly
- Possess a creative, positive, collaborative, and flexible attitude
- Social media and web savvy a plus
- Experience writing for direct sales business model a plus
- Interest in fashion/jewelry preferred
- Prior experience working in fashion and/or industry-leading brands preferred
- Writing Sample portfolio required

These responsibilities must be able to be performed with or without reasonable accommodations. While performing the duties of this job the employee must be able to sit continuously to perform essential job functions throughout the entire shift. May require walking primarily on a level surface for periodic periods, throughout the day. Requires interacting with others, interpreting spoken messages, constant keyboarding, sitting, hearing and talking are required. The employee will occasionally stand and walk, and infrequent bending at the waist, twisting of the upper body, kneeling, being mobile on even surfaces, squeezing and crouching are also required. Requires infrequent lifting and carrying of 1-25 pounds.

This position description is not intended to be and should not be construed as an all-inclusive list of responsibilities, skills or working conditions associated with this position. While this description is intended to accurately reflect the position's activities and requirements, management reserves the right to modify, add or remove duties as necessary.

Origami Owl is an Equal Opportunity Employer