Marketing Automation / Content Coordinator:

Remote – Ideally, CO Based

$25 an hour

* Social Media tool HubSpot integration: Migrating and updating existing content to sales management platform. Weekly contact touch point reporting and analysis. Content quality assessment and link refresh.
* Talent acquisition outreach: Sourcing and posting in target groups. College job board management. Consistent job board posting – LinkedIn, indeed, etc.
* YouTube optimization: Refreshing links, adding chapters, across channel distribution, content cutting and repurposing, etc.
* SEO content refresh: Adding target key words to “low hanging fruit” landing pages from our SEO analysis. Repurposing existing content into lead gen asset and distribution
* Sales enablement: Redesigning and categorizing deck templates. Creating custom automations per specific lead gen asset
* Strategic partnership PR database: Creating a strategic partner (vendors, cloud hosting companies, SIs, consultants, etc). contact list in HubSpot and distributing weekly thought leadership.
* Internal communication: Weekly newsletter, canned social media language to encourage team engagement and content distribution, case study collaboration, etc.
* HubSpot organization and automation: HubSpot data analysis on existing contacts in target industries for marketing and sales automation – example: UK contacts, potential coaching customers, etc.  Target existing ERP groups with consistent content distribution. Stand up automation workflows to support paid media and categorization.

If interested please contact:

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