

Content and Campaigns Manager

Spotlight Reporting is a market leader in cloud Reporting and Forecasting, with offices in Auckland, Wellington, Australia, the UK and the US. Our cloud-based business intelligence tools provide accountants and business owners a range of Reporting and Forecasting options that save time and effort while delivering actionable insights for better decision making.

Spotlight is growing fast and we are now looking for an enthusiastic and experienced Content and Campaign Manager based in Wellington (or Auckland) to join our growing Marketing team. This role reports directly to the Marketing Manager and works closely with our Marketing Coordinator.

As Content and Campaigns Manager, you'll be responsible for driving quality leads into the sales pipeline through the delivery of well planned and designed content and campaign management. This will include digital content and campaigns (we use HubSpot and Salesforce) as well as more traditional content formats.

In particular, you will be:

- Developing and contributing to the content strategy and plan
- Launching regular inbound marketing campaigns across our various territories
- Delivering regional video case studies and promoting them across accounting practices and business markets
- Facilitating the production of brand assets and product release videos
- Co-ordinating and owning the marketing content and campaign calendar
- Copywriting and/or editing blog posts to support video and other content
- Facilitating third-party content contributors
- Owning website assets, SEO and CMS administration (Silverstripe)
- Measuring marketing effectiveness and delivering insight to our decision-makers
- Developing our YouTube and Vimeo channels to expand our reach
- Working collaboratively across Sales, Product, Customer Success and Support functions.

Desired Skills and Experience:

- Minimum 3+ years experience in a content marketing, communication or journalism related role
- Proven success in producing compelling written and visual content
- Experience in campaign management and delivery
- Experience in content production and copywriting
- Detail oriented with an ability to identify compelling content that aligns with brand standards (both visual and written)
- Managing multiple projects and producing content under tight timeframes
- Proficient with marketing automation and digital analytics packages.

This role:

- Full-time permanent
- NZ citizen or permanent resident
- Mid to senior level
- Based in Wellington (or Auckland).