



Vancouver, BC

Content Marketer

THE JOB

Monday is looking for a B2B Content Marketer to extend our reach and connect with our target clients. The ideal candidate is a powerhouse content creator and social media wunderkind, who can spin a clever sentence as well as they can design a branded Instagram story. You know how to turn SMEs into thought leaders and how to give them exposure in the right places. You understand SEO and inbound marketing, and love finding creative ways to get exposure.

In this role you'll exercise your creativity and attention to detail daily. You'll be a champion of the Monday brand voice, messaging and identity as you introduce our expertise to new markets in the US, Europe and Australia. You'll be tasked with running Monday's blog, social channels and newsletter, and will plan events and new initiatives that allow us to connect with our target audience. You'll be a good fit if you're a passionate self-starter who thrives on balancing creativity with data. You will report to our Partner, Engagement, while working closely with our creative team in our Vancouver Headquarters.

To apply: [Submit your resume and cover letter here](#). We want to know who you are and what you sound like, so *we'll only consider applications that include a cover letter*.

DAY TO DAY YOU WILL

- Own and champion the Monday voice, identity and messaging
- Own and manage the Monday marketing calendar, ensuring we're publishing content on a regular basis
- Manage and edit our blog, Monday Mag—including ghostwriting or editing for Monday SMEs; contributing your own insights; designing, sourcing or briefing in supporting graphics; and keeping contributors accountable to deadlines
- Manage our social media channels—creating copy and images for our feed and stories, engaging with peers and clients, and looking for new opportunities to showcase our brand
- Create and manager our monthly newsletter

Monday

- Plan and promote webinars and IRL thought leadership events
- Ensure our website is up-to-date and adheres to SEO best practices
- Write case studies for our website, decks and proposals
- Grow our following across all channels
- Report on performance of our channels each month
- Keep an eye on our peers and brands in our vertical for inspiration and fresh ideas
- Collaborate with graphic designers, animators, videographers and photographers as needed
- Participate in weekly team meetings

QUALITIES AND SKILLS YOU BRING TO THE TABLE

- You have 4 or more years' experience in B2B marketing and know an inbound funnel like the back of your hand
- You have proven expertise in writing and editing—impeccable attention to detail and ability to work within a voice and style guide
- You understand SEO best practices and how to bring them to life on-page
- You know your way around design tools like Figma or Canva and can use them to make an existing visual identity come to life across channels
- You have a working knowledge of Google Analytics and can use it to whip up a report with ease
- You know how to write a clear brief and know how to enlist the help of other creatives
- You're not afraid to impose deadlines on your colleagues and know how to manage up
- You're an entrepreneurial spirit who enjoys a fast-paced environment
- You're able to give and receive feedback on creative
- You're a self-starter who is deeply organized—always looking a couple months ahead
- You're a relentless learner
- You have a proven ability to work with a cross-functional team and collaborate
- You take full personal responsibility for your life and actions. You never blame—you find solutions

THESE WOULD BE REALLY NICE

- University degree in English, communications, marketing or related field
- Experience collaborating with designers and other creatives



TOOLS + SOFTWARE YOU'LL USE

- Wordpress
- Mailchimp
- Google docs and Google sheets
- Gmail and GCal
- Google Analytics
- Basecamp
- Harvest and Harvest Forecast
- Keynote
- Figma

OTHER THINGS

Reports to: Partner, Engagement

Works closely with: Editorial, Strategy, Design

Located in: Vancouver, BC

Closes: August 2, 2021

ABOUT MONDAY

Monday Creative is a branding and content marketing studio in Vancouver, BC. We are a whip-smart team of strategists, copywriters and designers with expertise in retail/ecommerce and tech. Our passion is building brands that enhance human potential—with a special focus on technical apparel, outdoor and natural wellness. We believe that active, outdoor living brings out the best in all of us, so we're on a mission to seduce people into the outdoors, and to make health, movement and nature the most desirable 'products' available. We love what we do and want to work with others who feel the same—who look forward to Monday the way most people look forward to Friday. Our goal is not only to create inspiring work, but to be the best part of our clients' week. We are committed to ownership, curiosity, adventure, co-creation, and empathy. We're true optimists and our energy is contagious. Want to join us?

Monday