



White Globe

White Globe is Asia's leading Language Service Provider (LSP) offering Translation & Localisation services in more than 350 Foreign and Indian Languages. These services are mainly used by MNC Companies who do business in multiple languages or Indian Multinationals with Global presence. In a short span of Four years White Globe is already servicing more than **2000 clients** across the globe including **more than 50 Fortune 500 Companies**. Right from its inception, White Globe has won several Industry leading accolades like *"The Company of the Year 2019"*, *Best in Translation and Localisation-India, Corporate Excellence Award, UK*, *"The Most Admired Language Service Provider in India, CEO of the Year 2019"* and *"Best Companies to Work For 2021"* etc.

White Globe services are backed by advanced technology and an innovative knowledge center. The services are delivered maintaining very high level of Quality by a team of highly competent project managers and delivery professionals. White Globe offers a dynamic work environment to encourage innovative thinking and honing one's leadership skills

We are looking for an amazing, talented, data-driven inbound marketer to own the majority of the marketing funnel for our company and take full responsibility of our inbound marketing strategies including social media, blogs and lead generation. You will be in charge of attracting site traffic, converting that traffic into new leads for the business, and nurturing those leads to close into customers, the latter of which sales leadership will help you accomplish.

Our ideal candidate is a creative marketing professional, preferably with a writing background. You should be able to develop engaging content to attract and retain customers. For this position, it's also essential to be up-to-date with new technologies and marketing trends.

Ultimately, you should be able to expand our company's digital footprint and brand awareness.

Please visit: www.whiteglobe.co.in Available in Eleven Languages

POSITION DESCRIPTION SUMMARY

Function: Marketing

Location : Mumbai

Position Title: External Designation- VP Content Marketing

Reporting To: SVP Marketing

I) Position Summary

Key Objective / Purpose of the Job:

- You will create a vision for blogs, emails, Case Study, Use Case, Newsletter and social media posts. As a content marketer, you will develop content yourself and also work with a team of writer or freelancers and assign topics.



- To create quality written content, you will need excellent writing skills and to be able to persuade your audience without selling overtly. You will do that by understanding the needs of your target audience.
- Accountable for all content marketing initiatives to drive traffic, engagement, leads, that deliver sales and customer retention.
- Collaborate across functions and silos to deliver an effective content marketing strategy and editorial plan to meet the business objectives at the lowest possible cost
- This role requires a brand publisher mindset: to create the content our audience is looking for and then to optimize the path to conversion
- Editorial requirements include basic SEO understanding, content categorization and structure, content development, distribution and measurement. Development of editorial governance so content is consistent with our brand voice, style and tone.
- Editorial calendar and organization workflows must be developed and managed.
- Channel management of digital content hubs and all supporting social channels including email / newsletter distribution. This person must understand the basic best practices of the main social media channels, which content and approaches work on each and why
- Measurement and optimization of the program will be required on a regular and ongoing basis
- Collaboration with all creative resources including designers, writers, and other personnel
- Integration of content programs with brand campaigns to drive brand to demand.
- Executive presentations on the program approaches and results will be required.

Written Content Creation

- **Specific Duties:**
- Researching trends related to your field
- Integrating keywords into your strategy and evaluating the effectiveness
- Knowing your audience and what you can do for them
- Creating engaging and original blog posts, emails, and social media posts targeted to your audience based on current trends
- Using tools like quora.com to find out what questions your audience is asking and develop content to answer those questions
- Repurposing popular content across multiple platforms
- Creating email campaigns targeted to users
- Maintaining the company website content
- **Video Content Creation**
- Using tools like YouTube and Vimeo as a way to promote brand awareness is becoming an increasingly integral part of a good content marketing strategy. There are a number of ways you can integrate video into your marketing strategy. You can repurpose a popular blog post, create helpful how-to videos, and even post your opinion on topics of interest to your target audience.
- You will be responsible for creating relevant video related to our brand and distributing it across multiple media platforms, or consulting with internal multimedia team to create the content.

Specific Duties:

- Coordinate the use of video into the overall marketing strategy
- Create a vision for video content



- Consult with internal teams and creatives for video content
- Distribute video across multiple media platforms

Social Media Management

- You will create, manage, and track content across platforms such as Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat.

Specific Duties:

- Learn what platforms your target audience uses and when they use them, and post accordingly
- Engage with your audience, answer questions, and respond to comments
- Create a social media presence across all platforms and maintain a persona that's representative of the brand's image and values
- Increase followers
- Increase brand awareness

Gated Content Generation

- Users must fill out a form to access gated content, and it usually requires a name and an email address. It's an exchange of high-value information like an eBook or a white paper for access to a user's semi-personal information. The key is to provide something so valuable to the user that they want to give you their email address in order to get more valuable content from you. You will also take this content and repurpose it. You can condense it into an infographic, take one aspect of it and turn it into a blog, and so on.
- Creative writing and storytelling skills are required for this job. You will need to be able to educate, enlighten, and keep your audience interested in the content they had to sign up to access.

Specific Duties:

- Research current trends
- Write or coordinate eBooks, how-to's, and white papers with value-driven content
- Plan distribution
- Find ways to repurpose the content across other platforms

Editorial Calendars and Strategy

- Content marketing is a long game. As such, it's important to create a publishing strategy. You will be planning your content long before it comes out.
- As a content marketer, your job is to connect with your target audience by building a relationship and maintaining it. An editorial calendar is an essential tool that helps facilitate this connection. Once you gain your audience's trust, they are relying on you for continued support.
- This is a multifaceted aspect of the job and skills in leadership, delegation, organization, and an ability to meet deadlines are crucial.



Specific Duties:

- Set publishing timelines from idea generation to publication
- Coordinate with freelancers and team members
- Create and enforce deadlines according to the editorial calendar
- Plan when and how to repurpose content across media platforms
- Social media management

Data Analysis

As a content marketer, you will take all of the above methods and then analyze which ones is working. What content is drawing our audience in? What actions are people taking on our website? You will be able to measure the success of our marketing campaigns using the top tools in the industry like Google Analytics. You must collect and interpret data and then use the findings to adjust plans for maximum effectiveness.

Specific Duties:

- Collect and interpret user data
- Define the target audience using metrics gathered by analytics software
- Adjust overall marketing strategy based on what is working

II) Person Specification:

a) Essential Qualifications and Skills:

- BA/BS or equivalent preferably with MBA
- Experience creating content for the web and growing a social audience
- Editorial mindset that seeks to understand what audiences consume and how to create it
- Ability to analyze and present content and social performance
- Experience with WordPress, Google analytics, SlideShare, and the top social channels
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of engagement, leads and sales
- Proven work experience as a Content marketing manager
- Proficiency in MS Office and WordPress or other Content Management Software
- Understanding of web publishing requirements
- Hands on experience with SEO and web traffic metrics
- Expertise in social media platforms
- Excellent communication and writing skills in English



	<ul style="list-style-type: none"> • 5 plus years of experience in producing content for the web specifically, as well as channel-specific knowledge (blog, SlideShare, Facebook, Twitter, etc.) • Past experience building audiences either online or offline • In-depth knowledge of the HubSpot Content Optimization System • Experience in producing smart CTAs according to the visitor lifecycle stage • Good time-management skills • Ability to multi-task • Strong interpersonal and communication skills • Critical-thinker and problem-solver • Proficiency in automation and blogging software in order to generate traffic, convert visitors into leads, and then nurture them (using dynamic workflows) into converted customers • Bonus skills: HTML/CSS, Adobe Creative Suite
<p><i>c) <u>Work Experience</u></i></p>	<ul style="list-style-type: none"> • 2-5 years of experience as a Content Marketer, preferably with B2B Brands
<p><i>d. <u>Compensation</u></i></p>	<ul style="list-style-type: none"> • Attractive Compensation Structure (Fixed Monthly Salary + Retirals + Variable). Fixed Salary : Variable on a 80:20 Basis. Variable compensation based on monthly and Quarterly Target Achievement of Lead Generation and other parameters.