



Change the world, **one act at a time.**

## Content Marketing Specialist

Around the world, people, society, governments and businesses are growing conscious of the impact that our actions are having on the planet and its inhabitants, and are rallying for change. Companies and brands have the opportunity to send a clear message that they are a force for good, beyond profit. Companies are in a unique position and have immense potential to engage their employees for good.

At Alaya, we empower people to change the world, one act at a time. We believe that everyone can make a difference, no matter how small it may seem. We make corporate giving and employee volunteering easy, customisable, and measurable, while driving outcomes that matter to companies, employees, and non-profits across the globe. Offering a Software-as-a-Service (SaaS), our technology and world-class service enable companies to build a compassionate, purpose-driven culture and engage employees while serving the community—all through one platform.

To grow our team of 17 people, we're looking for a Content Marketing Specialist.

### Key Responsibilities

You'll be part of the Marketing team and, after initial training, you take ownership of all of Alaya's content including content creation, management and optimisation, with an experimental, data-informed approach.

You will be essential to the new and growing marketing team, bringing your experience and expertise to make the function an impactful, data-informed contributor to the business and partner to Sales, Customer Success, and Product teams.

Among other tasks, you'll work on:

- Creating and optimising content across channels for website/ social traffic and lead generation. Convert visitors to leads and expand overall brand reach through content.
- Creating blogs, articles, infographics, social media posts, corporate communication materials, press releases and others, ensuring consistency in the messaging, tone and style. Collaborating with internal and external subject-matter experts to produce valuable, high quality content.
- Manage website content updates and communicating content updates to the rest of the team.
- Manage public facing and internal content to ensure material is up-to-date with latest brand standards, archiving dated content.
- Provide feedback to other contributors and editing content from other writers.
- Measuring the results of marketing activities to inform future marketing content/campaigns and generate high quality leads.
- Implementing SEO best practices that are aligned with Alaya's marketing strategy.
- Shaping and optimising Alaya's content strategy, editorial calendar, and content distribution plans, with the rest of the team.
- Working closely with Sales, Customer Success, and Product teams' communication efforts for messaging consistency and to drive profitable action.

### Benefits

This is a permanent, full time, position in a fast-growing start-up. You will be expected to take responsibility by learning and proposing new solutions and alternatives to the team (we're all ears and eager to learn).

You'll be part of a young and motivated team who are passionate about making a difference in the world. We offer a great work environment, a challenging and motivating role with the possibility of taking on more responsibility as the company evolves.

You'll be joining a start-up in an exciting stage of rapid growth and international expansion. You'll join the company after a successful Series A investment and the sky's the limit!

## Who we are looking for

The ideal candidate would have:

- Perfect fluency in English, orally and especially written. German or French fluency is a plus.
- Excellent written and verbal communication. You are a natural storyteller that knows how to structure a message effectively for different audiences. Graphic design skills are a plus.
- Proficiency with Google Analytics and social media analytics are a plus.
- Experience with CMS software (Wordpress + some HTML), landing page creation, SEO/SEM campaigns, and A/B testing are a big plus.
- Proficiency with MailChimp, Adobe Creative Cloud, CRM and other similar programs preferred.
- Highly creative, analytical and proactive mindset, with an eye for detail and a strong customer focus.
- Understanding of the latest trends and technologies in digital marketing.
- Bachelor's degree in Marketing, Journalism, or another relevant field.
- Experience with online community building and creating impactful content. Any B2B content experience is a plus.
- Experience with photography and videography preferred but not required.
- Ability to thrive in a fast-paced environment and effectively work cross-functionally.

You live the Alaya Values!

- **Passion:** You inspire others. You care deeply about Alaya's success and your colleague's success. You celebrate achievements!
- **Innovation:** You re-visit issues to discover practical solutions to difficult issues. You challenge assumptions and suggest better solutions. You keep it simple.
- **Performance:** You accomplish great amounts of important work. You demonstrate strong performance, above your peers, and colleagues can rely upon you. You make mistakes. But learn quickly from them!
- **Ethics & Respect:** You make no compromises when it comes to ethics. You don't hide information, you never lie, you don't jump into conclusion without sufficient information. You always respect everyone around you, no exception.
- **Curiosity:** You learn quickly and eagerly. You seek to understand our business, strategy, users.
- **Fun:** You bring happiness to work and make people around you happy. You make jokes, and accept jokes. You're pleasant to work with.

Most importantly, you have a passion for doing good and engaging people to change the world for the best.

Interested? Please send your CV to [career@alayagood.com](mailto:career@alayagood.com)

