


HavenLock Inc.

188 Front Street - Suite 116-112
Franklin TN 37064
www.havenlock.com



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Director of Content Marketing

Reports to:
Chief Executive Officer
Chief Operations Officer

The **Director of Content Marketing** oversees all marketing content initiatives, both internal and external, across multiple platforms and formats to drive sales, engagement, retention, leads and positive customer behavior.

This individual is an expert in all things related to content and channel optimization, brand consistency, segmentation and localization, analytics and meaningful measurement.

This position can be remote for up to 1 year prior to moving to Nashville, TN

Responsibilities

The *Director of Content Marketing* is to think like a publisher/journalist, leading the development of content initiatives in all forms to drive new and current business. This includes:

- Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels of content including online, social media, email, point of purchase, mobile, video, print and in-person.
- Mapping out a content strategy that supports and extends marketing initiatives, both short- and long-term, determining which methods work for the brand and why.
- The development of a functional content calendar.
- Integration of content activities within traditional marketing campaigns.
- Conducting ongoing usability tests to gauge content effectiveness. Gathering data and handle analytics and make recommendations based on those results.
- Developing standards, systems and best practices (both human and technological) for content creation, distribution, maintenance, content retrieval and content repurposing, including the real-time implementation of content strategies.
- Leveraging market data to develop content themes/topics and execute a plan to develop the assets that support a point of view and educate customers that leads to critical behavioral metrics.
- Establishing work-flow for producing, creating, editing, publishing content.

The *Director of Content Marketing* is measured on the continual improvement of customer nurturing and retention through storytelling, as well as the increase in new prospects into the enterprise through the consistent development and deployment of content to each persona group.



Success criteria include:

- An increase in defined customer engagement metrics (measured by users taking the desired action...i.e. conversions, subscription, purchase, etc.).
- Website and social media traffic growth.
- Conversion metrics definition and growth.
- Social media positive sentiment metrics.
- Customer feedback and survey data.
- Increases in key search engine keyword rankings.
- Clearly defining content distribution during particular stages of the buying cycle (lead nurturing).
- Identifying up-sell and cross-sell opportunities through content analysis, and deploying content assets for higher conversion rates.

Experience Required

- 2-5 years of experience working for an e-commerce company.
- Experience with creating compelling messages for different target demographics.
- Expertise in all major business software applications (Adobe Creative Suite, Shopify, Klavio, etc.)

Skills Required

- Trained with Klayvio (or similar platform) and building out long term campaigns, flows, and automations across multiple Klayvio accounts.
- Ability to create content using Adobe products, Canva, Lucid Charts, and other semi-professional platforms to create weekly content.
- Experience with Facebook ads manager in running, monitoring, and measuring ad campaigns.
- Experience with video editing software and project management of video asset campaigns.
- Skill at both long-form content creation and real-time (immediate) content creation and distribution strategies and tactics.
- The ability to think like an educator, intuitively understanding what the audience needs to know and how they want to consume it.
- Project management skills to manage editorial schedules and deadlines within corporate and ongoing campaigns. Ability to work in a 24-hour project cycle-utilizing teams or contractors in other countries.
- Basic technical understanding of HTML, XHTML, CSS, Java, web publishing, Flash, etc.
- Fluency in web analytics tools (Adobe Omniture, Google Analytics), social media marketing applications (HootSuite, Tweetdeck, etc.) and leading social media monitoring platforms.

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Compensation

- Salary: \$60,000-\$70,000 per year based on experience.
- Profit sharing and bonus eligibility after 1 year of employment.
- Healthcare stipend after 6 months of employment.

To Apply: Please send resume and one page example of previous work of email or social media portfolio to jobs@havenlock.com.

About HAVENLock: HAVENLock is a veteran owned security tech company based in Nashville, Tennessee which designs and manufactures preventative security products. Its core products are HAVEN Mech and HAVEN Connect for residential use and HAVEN Lockdown for schools and commercial businesses. The locks are 10x stronger than a traditional deadbolt. HAVENLock donates 1% of its revenue to, and is a proud supporter of, the Special Operations Warrior Foundation. To learn more about HAVENLock, visit www.HAVENLock.com.