



Title: Content & Email Marketing Lead
Reports to: Marketing Director
Supervises: N/A
Works closely with: Marketing Team

General Description:

The Content & Email Marketing Lead will take ownership of our blog and email marketing channels, developing content that resonates with our audience and implementing data-driven strategies to maximize reach and impact. This role is ideal for a creative, strategic marketer who is equally comfortable with writing and analytics, and who can drive both content creation and distribution effectively across platforms.

Responsibilities:

Content Strategy & Development:

- Lead the development of a cohesive content strategy across blog and email channels to engage target audiences and drive brand awareness.
- Plan and manage a content calendar for blog posts, email newsletters, and campaigns, ensuring alignment with company goals and messaging.
- Strategize and build campaigns/blogposts to engage and delight customers, increasing brand loyalty and building ambassadors of the brand. (e.g. free downloads, challenges, etc.)
- Work with the marketing team to create high-quality, relevant content that showcases our brand voice and addresses customer needs.

Email Campaign Management & Execution:

- Design, develop, and execute email marketing campaigns, including newsletters, promotions, automated workflows, and targeted drip campaigns.
- Use segmentation and personalization to deliver relevant content to specific audience segments.
- Collaborate with design and content teams to create visually engaging, high-impact email templates that align with brand standards.

SEO & Performance Optimization:

- Implement SEO best practices in blog content to increase visibility and organic traffic.
- Conduct keyword research and on-page optimization for blog articles to improve search ranking and engagement.
- Monitor and optimize email deliverability and engagement metrics to improve open rates, CTR, and conversion.

Audience Engagement & Conversion:

- Drive reader and subscriber engagement by creating valuable, shareable content and testing calls-to-action in both email and blog content.
- Develop and implement strategies to increase blog readership and grow the email subscriber list, ensuring GDPR and CAN-SPAM compliance.
- Collaborate with social media and digital marketing teams to amplify content reach.

Data Analysis & Reporting:

- Track and analyze key performance metrics for both email and blog content, including traffic, engagement, and lead conversions.
- Prepare and present regular reports to stakeholders, highlighting insights and actionable recommendations.
- Conduct A/B testing and apply data insights to refine and enhance both blog and email marketing strategies.

Requirements of all Employees

- Use your best efforts and full capability daily to do the work assigned to you by your manager.
- Advise your manager if you do not understand the work, they have assigned to you, or if the assignment does not fit with your knowledge of the circumstances, current skills or available time and resources.
- Advise your manager of any situations or obstacles that could keep you from accomplishing the work assigned to you.
- Advise your manager of any situations or opportunities that could help you complete or improve the work assigned to you.
- Demonstrate work behaviors consistent with the company values and work within prescribed boundaries, including company policies, standards, or procedures.
- Seek special consideration from your manager when unable to work at your best.

Job Specific Requirements:

- Bachelor's degree in Marketing, Communications, Journalism, or a related field, or 3+ years of experience in content marketing, email marketing, or digital marketing roles, ideally in e-commerce.
- Strong writing and editing skills, with experience in creating and managing blog content and email marketing campaigns.
- Proficiency with email marketing platforms (e.g., HubSpot, Mailchimp, Klaviyo) and SEO tools (e.g., Google Analytics, SEMrush, Ahrefs).
- Ability to think strategically, execute effectively, and make data-informed decisions.
- Strong project management and organizational skills, with the ability to manage multiple projects simultaneously.
- Experience in the homeschool market is a strong plus.

Benefits Offered:

Health insurance
Dental insurance
Vision insurance
Flex Spending
Health Savings (HSA)
Life Insurance
STD/LTD Insurance
PTO
Anniversary Time Off
401(k) plan
Product Discount

Physical Demands

Standing, walking, and sitting for long periods of time.

Typing on keyboard.

Viewing of lighted computer monitor.

Speaking and hearing.

Using hands to perform tasks.

Working in a typical office work environment.

Work is normally performed in a typical interior/office work environment.

Hybrid - Option to work from home; however, the ability to work from the office location in Littleton, CO 2-3 days is preferred.

Remote Position

Please send resume to: apply@inquisicorp.com