

Digital and Content Marketing Consultant

Job Role: Digital and Content Marketing Consultant

Status: Contractor

Reporting to: Chief Strategy Officer

To apply: Send your CV and other relevant materials (portfolio, website, cover letter...) to careers@redslim.net

Are you passionate for creating a strong voice for B2B brands that will resonate in the industry? Do you have experience in content creation and digital marketing? Redslim is searching for you! We are a hidden gem in the CPG Data Industry, looking for a Digital and content marketing consultant to lead the mission of lifting the veil from the best-kept-secret in the industry, and make Redslim a renown brand to our audience.

About the Role

In this role, you will be responsible for various B2B marketing tasks, including completing and implementing the brand strategy in alignment with Redslim's business objectives. The role will concentrate on initiatives that improve brand awareness, acquire and retain clients, and strengthen engagement with key industry players. You will oversee the development and execution of compelling marketing content, manage campaigns, and optimize online presence across multiple channels. You'll work closely with cross-functional teams to ensure a strong, consistent brand message that resonates with our audience.

If you have a blend of creative vision, experience in B2B marketing, and are a native English speaker, we'd love to hear from you!

Key Responsibilities

- Plan and implement powerful marketing strategies that will support our business objectives across functions (sales; activation; product; HR).
- The outcome of your work will enable commercial teams with content needs to promote our products and services such as articles, videos, web copy, white paper, case studies and other marketing materials.

- Managing and evaluating global digital marketing platforms, including CMS, automation tools, and analytics software.
- Plan and implement demand generation campaigns to drive leads, working closely with the sales teams, agencies, and demonstrating standard methodology and findings.
- Monitor, analyse data and metrics across web, email, social, search, etc. Use data-driven insights to track content and campaign performance using Google Analytics, SEO tools. Optimizing campaign performance across all channels, including reporting on the value generated.
- Contributing to the maintenance and optimisation of website and social media channels, ensuring relevant, timely and engaging content. Implement SEO best practices to enhance content visibility and drive organic traffic.
- Lead the relationships with key industry associations and explore partnership and collaboration options to expand our reach with this critical audience. Find opportunities to build our reputation and promote our capabilities and accomplishments through industry body award programs and submissions.
- Develop KPIs and reporting frameworks to measure success, identify areas for improvement, and optimize marketing efforts.
- Support the refresh and maintenance of internal templates (Word, PPT), ensuring that all marketing and sales materials are visually appealing, consistent with the brand guidelines, and train team members to effectively use these resources for presentations and documentations.
- Build strong partnerships with departments such as sales, product, operations, and recruitment.
- Manage several global projects while ensuring alignment across teams and regions.

What we're Looking For

- **Experience:**
 - 6-8 years' experience in a B2B marketing role with proven results in driving brand awareness and revenue growth, affinity with the CPG Data / Insights / Tech is a plus.
 - Proficient understanding of B2B buyer personas, demand generation and the B2B marketing funnel
 - Strong knowledge of digital marketing tools and techniques and analytics tools for measuring and optimizing campaign performance
 - Highly analytical with a strategic approach. Ability to think critically and make optimization decisions based on data
 - Experience in cross-functional collaboration with marketing, sales, and product management teams
 - Academic level (Bachelor, MBA or MSc) in Marketing, Digital Media, Economics, Business Administration, or a related field.
- **Skills:**
 - Proficient written and verbal communication skills.
 - The ability to adapt quickly and agile ways of working
 - Establish credibility and maintain strong working relationships at all levels
 - Autonomous contributor with strong attention to detail
 - Curious nature with a drive to innovate and seek continuous improvements

About Redslim

Redslim streamlines data management for teams faced with the request to leverage fragmented datasets for critical decision making. Specialized in data engineering, harmonization and BI, their teams manage data from over 50 agencies and covering more than 55 countries. Their technology-enabled services optimize data consumption for more than 30 global organizations. Active for more than 10 years, Redslim is constantly innovating their solutions to always meet the evolving needs of their clients and data partners.

Learn more at www.redslim.net and follow Redslim on [LinkedIn](#).