

Senior Content Marketing Manager

Job Role: Senior Content Marketing Manager

Status: Permanent

Reporting to: Chief Growth 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 looking for a content marketing expert to lead the mission of lifting the veil from the best-kept-secret in the industry, and make Redslim a renowned brand to our audience.

About the Role

The role will concentrate on initiatives that improve brand awareness, acquire and retain clients, and strengthen engagement with key industry players. You will design and create 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, we'd love to hear from you!

Key Responsibilities

- Plan and implement powerful marketing strategies that will support our business objectives across functions
- Create and manage high-quality content such as case studies, white papers, blogs, thought leadership, landing pages, and video scripts. The outcome of your work will help promoting our products and services.
- Produce visually compelling assets with your graphic design expertise, including infographics, social media carousels.
- Plan, script, and create video content to support campaigns, product launches, and thought leadership.

- Collaborate with product, sales, and subject-matter experts to translate insights into compelling stories.
- Oversee the content calendar, ensuring consistency in brand voice.
- Managing global digital marketing platforms, including CMS, automation tools, and analytics software. Optimize content for SEO and performance, using analytics to guide improvements.
- Work closely with marketing members to ensure content supports brand strategy and lead generation objectives.
- Maintain a deep understanding of industry trends to inform content direction and thought leadership.
- Build strong partnerships with departments such as sales, product and operations.

What we're Looking For

- **Experience:**
 - 3–5+ years of experience in content marketing, editorial, or communications, with proven results in driving brand awareness and revenue growth, affinity with the Data / Insights / Tech is a plus.
 - Strong writing and editing skills with a portfolio of B2B content.
 - Ability to translate complex topics into clear, engaging stories.
 - Proficient in graphic design tools such as Canva, Figma, Photoshop or equivalent.
 - Experience in video creation and editing.
 - Comfortable working with measuring and optimizing campaign performance, incorporating insights into content. Experience with SEO, analytics tools, and content management systems.
 - Strong project management skills and the ability to juggle multiple priorities.
 - A collaborative mindset and the confidence to work with cross-functional teams with marketing, sales, and product management teams
- **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](#).

