



## Content Marketing Manager

Power Technology Research Inc. (PTR) is a United States/Germany based bespoke market research company with a focus on power grid and new energy market research. We are a very lean and fast-moving B2B company, investing and/or pivoting to capture the most market demand possible. Our business development team is looking for a **Content Marketing Manager** to own and lead PTR's content marketing activities and through that, make PTR a global thought leader in the energy sector. The position offers high independence and freedom to implement your ideas while working with a highly ambitious team.

### What will you be doing:

- Developing and implementing the overall content strategy to drive lead generation, engage prospects, grow business with current clients and establish PTR as a thought leader in the industry.
- Managing and growing the content creation team (graphic design and technical writing) to create high quality and strategic content. Developing editorial calendar, assigning tasks and ensuring deadlines are met to bring consistency to the content creation and sharing efforts.
- Managing the interaction between content creation team and research team to generate various types of new and repurposed content including whitepapers, newsletters, case studies, infographics, service abstracts etc.
- Sharing the generated content with prospects and clients via push and pull content marketing methods including email marketing, webinars, personalized emails, InMails etc. to drive engagement with the content. Maintain and grow contact lists for this purpose.
- Continuous tracking and measurement of results of all content marketing activities to optimize content and campaigns based on engagement.

### Who are we looking for:

- You have 1 to 2 years of experience in content strategy/marketing.
- You have an entrepreneurial and an audience-first mindset.
- You have excellent communication, team-building and interpersonal skills.
- You are proficient in Microsoft Office and have a knack for learning digital marketing software.
- You are not afraid of (in fact enjoy) owning up to a challenge to get the job done.

### Bonus (nice to have) Skills:

- Bachelors/Masters in International Marketing, BBA/MBA Marketing or similar.
- Some experience with SEO and web traffic metrics.
- Some experience with building social media and online audiences.
- Experience with HubSpot or similar CRM.

### Your benefits:

- Time when you need it – flexible hours and vacation.
- Working with a young, international and highly motivated team across three continents.
- Steep learning curve in a fast-moving company, competing internationally.
- Complete ownership of the work in a high impact role.
- And of course, market competitive salary.

If you believe you have what it takes to take an international brand from a small company stage to the next level, love working in a challenging but exciting role and are passionate about the impact of your work, reach out to [sameer.saleem@powertechresearch.com](mailto:sameer.saleem@powertechresearch.com) with your portfolio to impress us.