

Designation: Head of Content Marketing

Experience: 5+ years

About Ilantus:

Ilantus Technologies has been in Identity and Access Management industry for 18 years. We offer solutions tailored to different industries to suit their organizational environment, Implementation services and Managed Services.

Ilantus has been repeatedly positioned in Gartner's Identity and Access Management as a Service (IDaaS) Magic Quadrant and featured in the Gartner's report on Critical Capabilities for Identity and Access Management as a Service, Worldwide.

Ilantus has various customers across the globe like HSBC, Canon, Mazda, Brother, Titan, Godrej, Aditya Birla Group, Jindal, Narayana Health, etc.

Job Brief:

We are looking for Head of Content Marketing to join our Marketing team and oversee all marketing content initiatives, both internal and external, across multiple platforms and formats to drive sales, engagement, retention, leads and positive customer behavior.

The role of revolves around oversight of the activities of the content department, topic generation, as well as working closely with the content team in the creation of excellent day to day experiences for the consumers and other audiences through the content.

Responsibilities:

- Lead and inspire the development of first-class content by the content department personnel along with other production means inclusive of videos, infographics, blogs, and data visualization in order to ensure optimal delivery of content to target audiences across multiple channels.
- 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, mobile, video, print and in-person. This is to be done for each buyer persona within the enterprise.
- The development of a functional content calendar throughout the enterprise verticals and defining the owners in each vertical to particular persona groups.
- Integration of content activities within traditional marketing campaigns.
- 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.
- Participation in the hiring and supervising of content/story leaders in all content verticals.
- Collaborate with marketing and design teams to plan and develop site content, style and layout
- Optimize content according to SEO
- Ensure compliance with law (e.g. copyright and data protection)
- Stay up-to-date with developments and generate new ideas to draw audience's attention

Requirements:

- Proven editorial skills. Outstanding command of the English language.
- The ability to lead and inspire team of creative personnel and content creators to achieve company's stated goals.
- A passion for new technology tools (aka, using the tools you preach about) and usage of those tools within your own blogs and social media outreach.
- Incredible people skills.
- Experience creating a resource or library of content organized indicating SEO, translations and version control.
- Able to screen out sales pitches and look for the relevant brand and customer story.
- Experience in B2B especially in IT preferred.
- Should have a minimum of 5 years of work experience