



Position: Content Marketing Manager

Department: Marketing

Reports to: SVP, Marketing

Location: Birmingham

Prepaid Technologies is a fast-growing fintech company that is digitizing business payments by deploying operationally excellent, on-demand, prepaid solutions for a variety of applications and verticals. We have an opportunity for a Content Marketing Manager to join our Marketing Team. This is an exciting opportunity to learn while playing a role in critical initiatives at Prepaid Technologies.

Position Summary

As a Content Marketing Manager you will spearhead the development and implementation of our content strategy, which includes planning, producing, and analyzing the written content we create while telling the story of Prepaid Technologies. The ideal candidate will collaborate across functions with subject matter experts to deliver an effective content marketing strategy and editorial plan to meet our business objectives in the most efficient manner.

Responsibilities include, but are not limited to:

- Build brand awareness and drive education of our portfolio of solutions to prospective customers and partners through the creation and publication of original content designed to educate, inform, and delight
- Work closely with senior leaders, marketing teammates, and other departments to create effective communications strategies that articulate the core benefits of our portfolio of payments and engagement solutions properly and consistently.
- Push the business to adopt better content creation practices through frequent testing of new content formats and distribution channels
- Build and maintain content calendars and written guidelines
- Stay up-to-date with the latest industry trends in payments and engagement, reward and incentives and customer challenges in order to build a more effective editorial calendar.
- Continuously measure and improve content performance; create reports leveraging tools such as Google Analytics, Salesforce, and social media analytics tools.
- Create and manage a periodic content review process for all external content.
- Serve as an exemplary writer, consistent with our company's tone and mission. You write clean, concise, well-polished copy.
- Produce high-quality articles, white papers, blogs, press releases, email marketing messages, social media posts, case studies, presentation content and web copy to be utilized by sales, partner development and marketing teams.
- Collaborate with graphic designers and internal team members (sales, product, partner development) to create and review all content & ensure consistent message.
- Prioritize content development in a fast-paced environment, with multiple competing requests.

What Your Day-to-day Looks Like:

- Work with the marketing team to define and own content marketing strategies that fit into overall marketing and business objectives and set short-term goals to achieve end results.
- Produce and deliver high-quality content, including web content, articles, how-to guides, infographics, solution briefs, email campaigns, ad copy, video scripts, social posts and other content
- Partner with internal Subject Matter Experts to interview and write content related to their area of expertise or business department
- Manage editorial calendar and work to ensure deadlines are met
- Edit, proofread and improve existing content as needed
- Collaborate across departments to ensure all customer-facing content is delivered in a consistent brand tone
- Analyze and report on traffic metrics for published content, and suggest ideas for future improvement
- Share content through various channels, ensuring strong distribution to correct customer or market profile
- Receive customer feedback and generate ideas to increase customer engagement

Education/Experience:

- 5+ years of content marketing or copywriting experience in a fast-paced, high-growth environment, ideally in B2B Tech.
- Experience working successfully with cross-functional teams and external agencies.
- Excellent writing and editing skills.
- Strong project and program management skills.
- Experience with content marketing platforms such as Wordpress
- Familiar with marketing automation tools such as, Pardot, Marketing Cloud, and Google Analytics.
- Power user of social media platforms such as LinkedIn, Twitter
- Exceptional ROI-tracking skills, able to prove what is –or isn’t—working.
- Demonstrated project management capabilities to handle tight deadlines, shifting priorities, and the ability to find creative solutions.
- BS/BA degree, preferably (but not necessarily) in Marketing, Communications, or Journalism.

Our Culture

The unique culture at Prepaid Technologies is hard to beat, where innovation and a hard-working environment go hand-in-hand with a casual and fun atmosphere. We promote an energetic and team-oriented workplace where collaboration and a results-driven attitude is key to our success.

Our Core Values

- We look for **Solutions** and ask “Why Not?”
- We are **Nimble** and **Creative** and use those strengths to **Innovate**
- We embrace and leverage **Technology**
- We have **Passion** for our work and our customers
- We row together with **Respect** for everyone we work with
- We have **Fun** – life is short

Our Benefits

Prepaid Technologies, Inc. is an Equal Opportunity Employer and provides a competitive, comprehensive compensation package for full-time employees.