



Content Marketing Manager / Copywriter

Overview: Xona Systems is seeking a dynamic and competitive Content Marketing Manager / Copywriter to join our marketing team. You are a copywriter at your core. You understand the audience, value content quality over quantity, and support the sales team with materials. You manage the day-to-day Website content and email copy. And you are an SEO fanatic and understand that the world sees us through a digital lens, without embarking on SEO trickery.

Responsibilities:

- You turn poetry into an engagement. You use content to connect with the audiences that are most relevant to us, in a way that's relevant for them. You keep asking the questions "What's it for?" and "Who's it for?" to make sure our communication is specific and meaningful.
- You're an educator, a journalist, and a thinker. You get people to look up and notice us. You invite people to engage with our content and then take the next step in their journey. You can balance the WOW (be noticed), HOW (engage and educate), and NOW (drive action) of content marketing.
- SEO is about time-on-page and bounce rate because people eat your content up, not about keyword stuffing or artificial link building. You are getting people to share and link to our content because they want to, not because we ask them to.
- You are a master of words. You play with language. You enjoy writing copy for an email or a tweet, just as much as conducting research and developing a deep editorial piece. You're comfortable connecting with our users and customers and tell their stories.
- You're a wizard of simplicity. You write straightforward, tight copy and get rid of the clutter. Your stories are deep and engaging, while to the point and articulate. You invite people to change their point of view, or even better, you get them to start a dialog and share their point of view with us.
- Your KPIs are content relevance (SERP/Page-rank/DA-PA), content engagement (TOP/BR), and content ROI (subscriptions, conversions, shares).

Requirements:

- Bachelor's degree in marketing, business, or a related field.
- 3+ years of experience in content marketing, copywriting, or a related role.
- Great communication and writing skills.
- Well versed and experienced in using generative AI tools in the content brainstorming and creation process.
- Knowledge of SEO best practices and techniques. Proficiency with marketing tools such as Google Analytics, Search Console, Tag Manager, SEMrush, etc.
- Results-driven mindset with a strong sense of ownership and accountability.



Desirable But Optional Requirements:

- Experience in the cybersecurity industry.
- Experience with project management tools like Asana or Trello.