



Content Marketing Manager

NOVATO, MARIN COUNTY, CALIFORNIA
FULL-TIME

One Legal is a technology-driven company that is transforming how legal professionals access legal support services. We're building online tools that help to make the administration of legal practice easier and more efficient and, in the process, transforming an industry.

It's our vision to be the most trusted technology provider for legal support services in the United States. As a member of our marketing team you'll be helping to ensure to share attract new prospects and delight existing customers every day.

ABOUT YOU:

We are looking for a prolific and talented content creator to write and produce various projects and blog regularly, to expand our company's digital footprint, awareness, subscribers, and leads. This role requires a high level of creativity, attention to detail, and project management skills.

YOU WILL:

- Blog on an ongoing basis in support of your other projects and to attract site visitors through search, social, and our email subscribers.
- Optimize content for search engines and lead generation, including implementing targeted calls-to-action to drive visitor engagement.
- Create 2-3 free resources each month to drive leads, subscribers, awareness, and/or other important metrics (examples include ebooks, whitepapers, infographics, guides, etc.).
- Grow our subscriber base by providing them regular, helpful content that's in-tune with their needs.
- Collaborate with designers, product marketing, sales, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience.

- Work with sales and marketing colleagues to create collateral (print and digital) tailored to customer segments and personas.
- Manage relationships with other writers, both external bloggers and copywriters and colleagues. Provide feedback to other contributors, and edit other writers' work.
- As needed, work with colleagues in customer success, customer support, sales, and marketing to support the production of customer-facing materials and to maintain brand standards.
- Convince others that your creative ideas are worth investing time and effort in. This role is at the core of the marketing team, and others will rely on your work every single day.

YOU SHOULD HAVE:

- BA/BS degree or equivalent working experience.
- Past experience producing content for the web specifically, as well as channel-specific knowledge (blog, SlideShare, Facebook, Twitter, etc.)
- Past experience building audiences either online or offline.
- A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions.
- Familiarity with the legal profession and their work is a definite plus.
- You'll ideally also have experience with Wordpress, some basic graphic design skill, and basic familiarity with HTML/CSS. We're looking for a great writer, not a web designer though and these skills can definitely be learned.

BENEFITS:

We offer a great compensation package, 2 weeks of vacation, a relaxed approach to flexible/remote working, a fun and casual work environment, a competitive benefits plan, and the opportunity to be part of a team that is shaping the future of legal technology.

As a bonus, you'll be working out of our headquarters in beautiful Marin County, just 25 traffic-free minutes north of the Golden Gate Bridge.

HOW TO APPLY:

Send your resume, a cover letter, and, if you have one, a link to your LinkedIn profile to resumes@onelegal.com.