

Content Developer Associate

Company Description

We are experiencing the greatest global shift in the world of work. The traditional paradigms of an “office space” and “how people work” are being replaced by new expectations. We are on a mission of challenging the *status quo* and helping progressive teams thrive under a hybrid reality.

We have made it our mission to understand what genuinely matters. We are introducing a workplace where humans can be more productive, innovative, connect better, and flourish; an extended work environment that meets the needs of hybrid work, by bridging the gap between physical and digital, including intentional spaces that provide further purpose to the workplace.

We are a small team, with big ambitions, and therefore, we are nimble by design. Our decision-making process follows this luck, as we’re always on *beta*. You’ll join a team of talented people where your voice will be heard and where you’ll have the opportunity to get things done, while creating a knowledge base that improves our internal processes.

Do you want to join the mission?

Job Description

We are seeking a motivated and **creative** Content Developer Associate to join our team. In this role, you will play a key part in **producing high-quality digital content** that engages, informs, and delights our target audience. You will also be responsible for **creating written content** that effectively communicates the messaging, brand voice and objectives of our marketing campaigns. We are looking for a mind that innovates and disrupts the traditional ways of doing things. Your ability to create content, research, write, and collaborate will contribute to the success of our content and future marketing efforts.

To do this, you will contribute in the following capacities:

Content Planning and Management

- Collaborate with the marketing and sales team to develop content calendars, campaigns, and go-to-market plans that align with the overall sales strategies and goals.
- Implement basic on-page SEO practices to enhance the discoverability and ranking of the content in search engines.
- Measure the performance of go-to-market campaigns.

Content Creation and Optimization

- Assist in researching and brainstorming ideas for various types of content, including visual assets, blog posts, articles, social media posts, and more.
- Collaborate with senior leadership to produce high quality thought-leadership content.
- Assist in identifying content gaps and opportunities for content optimization and repurposing.

- Create visual assets, such as photographs and videos, following the content plans and direction provided by the marketing team. These assets will be utilized for various marketing/sales needs, such as go-to-market campaigns, social media, endomarketing displays at all locations, and the website.
- Work on post production and the approval process by the marketing team. The content needs to capture all the different Stak pillars such as leadership, sales, clients, events and entertainment.
- Capture video and photos during events, special holiday celebrations, and day-to-day activities that can be appealing for the visual content of Stak.
- Write and edit compelling, well-structured, and grammatically sound content that aligns with our brand voice and resonates with our target audience.
- Collaborate closely with the marketing and sales team to ensure the content aligns with the overall campaign strategy and effectively drives engagement and conversions.
- Optimize content for readability, engagement, and user experience.
- Iterate go-to-market campaigns based on performance and learnings.

Content Distribution

- Assist in promoting content through social media channels, email campaigns, and other relevant distribution methods.
- Setup and deploy go-to-market campaigns.
- Manage the visual content projected on our on-site screens throughout our different centers in a timely manner. These videos will be motivated by internal and client requests.

Research and Analysis

- Conduct research to ensure accuracy and credibility of the information presented in the content.
- Engage in research and benchmarking to understand our target audience, market trends, and competitors to develop content that resonates with the intended audience.
- Monitor the performance of content and contribute ideas for improvement based on analytics.
- Analyze the performance of content and make data-driven decisions to optimize future content strategies.

Qualifications

Relevant for the role:

- 2-years of experience in a Content Development role.
- **Ideal digital competence:**
 - **Proficiency in Content Management Systems (CMS):**
 - Experience with platforms like WordPress, Drupal, or Contentful.
 - **Strong Writing and Editing Skills:**
 - Expertise in tools such as Google Docs, Microsoft Word, Grammarly, and Hemingway Editor for creating and refining content.
 - **SEO Knowledge:**
 - Familiarity with SEO tools like SEMrush, Ahrefs, Moz Pro, and Yoast SEO for optimizing content for search engines.
 - **Graphic Design and Multimedia Proficiency:**
 - Ability to use tools such as Photoshop, Illustrator, and Canva.
 - **Collaboration and Project Management:**

- Experience using tools like Trello, Asana, Slack, and Notion for teamwork and project tracking.
 - **Analytics and Performance Tracking:**
 - Familiarity with tools like Google Analytics, Hotjar, or Crazy Egg to track and measure content performance.
 - **Social Media Management:**
 - Familiarity with social media tools like Hootsuite, Buffer, or Sprout Social for scheduling and managing posts.
 - **Content Planning and Organization:**
 - Skilled in organizing content calendars with tools like CoSchedule, Airtable, or Evernote.
 - **Research and Content Idea Generation:**
 - Experience using tools like BuzzSumo, Feedly, or AnswerThePublic for content research and ideation.
 - **Website Development:**
 - Experience using **page builders** like Wix or Divi (WordPress) for layout design and content customization.
 - Understanding of **responsive design principles** and user experience (UX) optimization.
- **Social Media Proficiency:** Competence with various social media platforms and content distribution strategies, demonstrating an understanding of content promotion in the digital landscape.
- **A keen eye for photography and videography:** The candidate should have experience in (or an interest in quickly learning) quickly in capturing high-quality images and videos with proficiency using professional cameras or equipment.
- **Understanding of multimedia elements:** Demonstrating a foundational grasp of graphic design and the creation of multimedia content, indicating an affinity for incorporating visuals, audio, and video components into content.
- **Writing Proficiency:** Exceptional writing skills with the ability to craft engaging, well-structured content that captivates the target audience and communicates ideas effectively.
- **SEO Awareness:** Sound understanding of SEO principles, showcasing an awareness of optimizing content for search engines while maintaining a natural flow.
- **Attention to Detail:** Keen attention to detail in editing, proofreading, and adhering to brand guidelines, ensuring a polished and professional final product.

Relevant for our work environment:

- **Project Manager Mindset:** You have an organized and structured approach to your work. You have a project management mindset, from planning to implementing initiatives. Followthrough is second nature for you.
- **Ownership Mindset:** A demonstrated commitment to taking ownership of projects, showing initiative, accountability, and the drive to see tasks through to successful completion.
- **Startup & tech-savvy:** You understand and thrive in the work culture typical of tech-startups. You have a deep interest in and/or awareness of the technology ecosystem of Guadalajara.
- **English and Spanish Speaker:** You are proficient (written and spoken) in both languages; any other is more than welcome. You feel comfortable presenting to large audiences and sparking conversation/engagement among community stakeholders and event participants.
- **Team player:** You are here for the mission and its missionaries, therefore, you're open to listening to different points-of-view and supporting decisions taken, for the good of the mission.



- **Open-minded and Opinionated:** You enjoy brainstorming sessions and encourage smart discussions of alternative and unconventional approaches.
- **Proactive self-starter:** You are ready to roll-up your sleeves to handle projects - big and small - with great attention to detail and outside the box creativity. You approach the unknown with a can-learn and can-do attitude.
- **Customer-driven mindset:** A developed awareness that our customers are at the heart of what we do and that your work adds value to their experience at our workplace.

We offer

- **Market-rate compensation** based on relevant experience.
- **Flexibility of work schedules** along with independence to manage your projects.
- **Breakfast** and **Lunch** at the office, plus unlimited **snacks** and **beverages**.

This role reports to the Marketing Manager and it is a full-time position based in Guadalajara under a hybrid arrangement.

If this role resonates with you, we'd love to meet you, so please send your resume to jointheteam@stak.mx