

A woman with glasses is smiling and looking to the right. In the background, a man is holding a pen and looking up. The image is dimmed to serve as a background for the text.

Content Marketing Lead

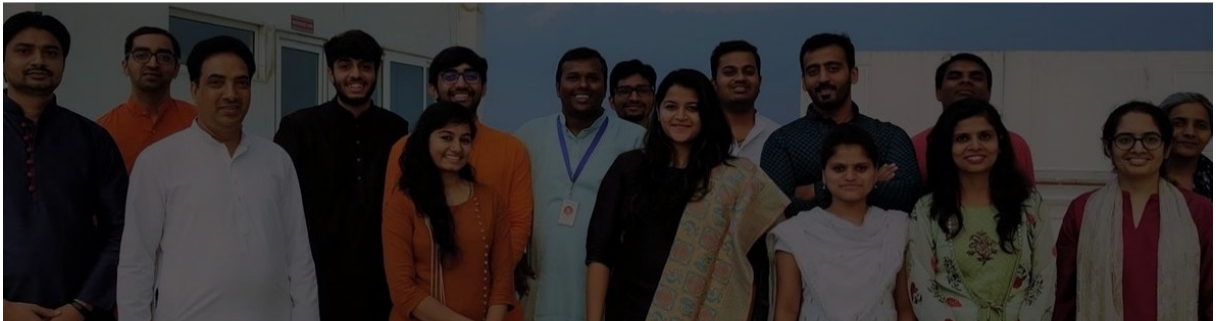
@ **One**point

(PUNE_JD2024-10_IN.001)

Become part of Team Onepoint

Onepoint does more than solving complex digital challenges. It is a place for you to explore your potential, elevate yourself, and transform your career. An opportunity to belong to a diverse international team knit together by a culture built on respect and integrity. A team with deep technical and business expertise, emboldened by a supportive, nurturing environment. An environment that celebrates the diversity of thinking, knowledge sharing, innovative mindsets, personal growth, and career progression. Add in the company's forward-thinking management and a commitment to offering a healthy life-work balance, and you start to get an insight into the magic sauce that makes Onepoint a uniquely special place to work.

A boutique, values-driven, business-oriented technology consultancy, Onepoint's teams architect, prototype, build, and manage enterprise-grade solutions for global clients to help them realise their strategic digital priorities.



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About the role

As a Content Marketing Operations Manager at Onepoint, you will play a pivotal role in enhancing our content marketing efficiency and effectiveness across global markets. Your expertise will be critical in supporting our sales and marketing strategy, optimising our marketing operations and technology stack, and ensuring that our campaigns are both impactful and aligned with business objectives. Success in this role will be measured by your ability to implement meaningful content across platforms, scalable processes, deliver actionable insights, and foster collaboration across international teams.

Contract type	Permanent, typically working from UK 8:00 am – 5:00 pm and it may vary as per organisational needs
Location	Pune, India
Experience	4+ years

What will you work on

- **Content Management**
 - Develop and execute content marketing strategies to drive brand awareness and lead generation
 - Create and manage editorial calendars for blog, social media, email, and other content channels
 - Conduct keyword research and optimize content for SEO
 - Collaborate with cross-functional teams to develop and distribute content assets such as whitepapers, case studies, videos, and infographics
 - Analyze and report on content performance metrics to inform future content strategies
 - Manage and grow social media channels, including creating and curating content, engaging with followers, and running paid social campaigns
 - Develop and manage email marketing campaigns, including creating and segmenting email lists, writing and designing emails, and analyzing campaign performance
 - Stay up-to-date on industry trends and best practices in content marketing and share insights with the team
 - Manage and mentor junior content marketing team members
 - Collaborate with external partners such as agencies, freelancers, and influencers to create and distribute content.
- **Support Marketing Operations Management in:**
 - Developing, implementing, and refining marketing processes and workflows to ensure efficiency and scalability across different time zones.
 - Collaborating with marketing, sales, and product teams in the UK and globally to ensure alignment and effective communication.
 - Managing and optimising marketing automation platforms (e.g., Active Campaign).
 - Oversing the execution of marketing campaigns, ensuring they are delivered on time, within budget, and to the highest quality.
- **Support Data Analysis and Reporting in:**
 - Monitoring and analysing marketing performance data to assess the effectiveness of campaigns and make tactical improvements and strategic recommendations.
 - Generating and distributing regular reports on key performance indicators (KPIs), providing insights and recommendations for improvement.
 - Maintaining and managing the marketing database, ensuring data accuracy and compliance with data privacy regulations applicable in the UK and globally.

- **Support Technology and Tools Management in:**
 - Contributing to the selection, implementation, and integration of marketing tools and technologies.
 - Training team members on marketing tools and best practices to maximise their effectiveness.
 - Staying up-to-date with the latest marketing technologies and trends, recommending new tools and strategies as needed.
- **Support Budget Management in:**
 - Assisting in the development and management of the global marketing budget.
 - Tracking and reporting on marketing expenditures, ensuring cost-effectiveness and return on investment (ROI).
- **Cross-Functional Collaboration:**
 - Work closely with the sales team to ensure seamless lead handoff and follow-up processes.
 - Partner with the pre-sales and sales team to align marketing strategies with product launches and updates.
 - Coordinate and collaborate with subject matter experts to solicit input and contribution to deliverables.

Who will you work with

You will be reporting to the Chief Customer Officer. You will work with Onepoint Marketing team and other talented Onepoint teammates.

What you will bring to the team

- Bachelor's degree in Marketing, Business Administration, or a related field, or equivalent professional experience.
- 4+ years of experience in marketing content creation and operations, preferably within the IT or technology sector.
- Experience in marketing automation platforms (e.g., ActiveCampaign, HubSpot, Marketo) and CRM systems (e.g., Salesforce).
- Strong analytical skills with the ability to interpret data and make informed decisions.
- Excellent project management skills with the ability to manage multiple projects simultaneously.
- Strong communication and interpersonal skills, with the ability to collaborate effectively across teams and cultures.
- Detail-oriented, proactive, and adaptable to change.

What strengths you will bring to the team

- Expertise in marketing content creation.
- Experience in the IT consultancy industry or similar.
- Experience with budget management and reporting.
- Certifications in relevant marketing technologies or project management.
- Familiarity with account-based marketing (ABM) strategies and tools.
- Experience working with international, remote, and / or distributed teams.

We want to know more about you

So, you know a bit about us now. To get us started, we would love to get a little glimpse into what you are about. Send us your CV and short answers to the four questions below to careers-india@onepointltd.com.

1. What virtue, do you value the most at work and why?
2. How do you keep up to date with the technology that is constantly changing?
3. How soon will you be available to join if appointed?
4. What is your current and expected salary?

Benefits

We continually empower our employees to take charge of their career & personal well-being. Besides the life-work balance, self-development, and participative decision-making, you also tap into the following array of perks:.

- Flexible working.
- 18 days of annual leave.
- Provident fund.
- Comprehensive Health Insurance coverage of INR 5 Lakhs will be provided for the duration of employment, for the employee, spouse, and children. Insurance can be optionally taken for the employee's parents.

