

Job description: Content Manager at an Environmental Software Company

Company: 2NDNATURE Software (www.2ndnaturewater.com)

Current company size: 21-30

Compensation: Based on experience

Location: Santa Cruz, CA - a block from the beach, US-based remote

Contract: Full-time.

Experience: Entry- to Mid-level

Company Overview

2NDNATURE Software is on a mission is to deliver actionable science to support sustainable water resource stewardship, healthy ecosystems, and community resilience. We care about clean water, social equity, climate resilience, and how big data can help inform and uplift communities. Everything we do is aimed to create the gold-standard in a new category of compliance management, from our science and technology to our passion for our customers' success, to doing our part at creating a healthy planet. We live our personal missions by building the change we want to see in the world. We look for new teammates who are driven by teamwork, passion, integrity, and a desire to grow as individuals and as part of our team.

This opportunity is a key role within the marketing team where you will be able to use your creativity and passion to make a difference in this rapidly evolving space. You will be integral to our growth and help shape our identity and voice as we scale. If this sounds like an exciting opportunity to you and if our mission and values resonate with you, we'd love to hear from you. Join our science-based, high-tech, purpose-driven team!

As a Content Manager at 2NDNATURE Software, we need you to:

- Create exceptional inbound and outbound content that supports the company's objectives, digital strategies, and identity. Content types include both short and long-form content such as eBooks, white papers, customer case studies, blog posts, ads, video scripts, infographics, solution guides, landing pages, website copy, event abstracts, social media posts, press releases, presentations, and other asset-design.
- Develop and coordinate engaging content around our core themes for demand gen campaigns associated with webinars, events, websites, and emails with the Marketing Manager and Campaign Manager.
- Own the launch of critical content pieces cross-functionally and the ability to produce content in real-time to support changing sales needs.
- Leverage social media to promote content. Manage social as a platform for the team.
- Maintain a content marketing calendar that schedules all aspects of the creation and delivery of content throughout the year
- Use target keywords to write search-engine copy that is optimized for search engines (SEO) while remaining engaging and informative
- Create and utilize responsive marketing workflows
- Stay abreast of current best practices and advancements in content marketing in the industry and review competitor websites to compare their activities with those of your company

What you bring:

- At least 3 years' experience in writing, journalism, or marketing - preferably in content marketing.
- You collaborate effectively. You bring the right stakeholders into the writing process early on and share your work for review through the correct channels and processes.
- You're able to tie your content to your understanding of your target personas. You know your personas' names like they're your next-door neighbors.
- You have familiarity writing content to support SEO goals.
- Advanced written communication skills
- Experience with social media engagement strategies and best practices
- Strong skills in creating original content that targets a specific audience and meets company objective
- Technical knowledge of G-Suite applications, WordPress, HTML and design- and multimedia platforms like Canva or Adobe Creative Suite.
- An interest and commitment to learning about the stormwater industry and technology within the industry
- You have a natural sense of curiosity and learn new technologies and platforms quickly
- The ability to thrive, and stay focused and organized in a fast-paced environment while also maintaining an extremely high attention to detail
- Be effective in working cross-functionally with different departments including Sales and Science.
- Desire to always do better

What will make us really love you:

- Experience marketing to State and Local Governments
- Enterprise SaaS experience
- HubSpot or other email marketing and/or marketing automation industries experience
- Video production is a plus, including experience with basic tools like iMovie
- A passion to make an impact by improving communities through clean water
- A strong portfolio of work you've personally written. This portfolio includes multiple content types — for example; eBooks, white papers, blog posts, interactive tools etc.

What 2NDNATURE Software brings:

2NDNATURE offers a full range of competitive health, retirement and dental benefits, including unlimited paid time off. Compensation and benefits will vary based on the capabilities and qualifications of the applicant.

Our stormwater management and compliance platform brings transparency and accountability to urban land management toward more resilient and equitable communities. Our geospatial solution empowers local and state government staff to efficiently comply with Clean Water Act requirements while enabling an ongoing capacity to communicate program performance. We are the stormwater asset and compliance management system for some of the largest and most exciting clean water projects and cities in the country.

We are an early stage technology company with an impact mission, strong product market fit and great team attitude. Adoption of our platform is growing rapidly across the country. Our work environment is open and progressive,

encouraging collaboration and communication, and our office ethic is supportive of everyone's need for a healthy work-life balance.

Application Requirements:

Interested individuals are expected to submit a thoughtful cover letter and resume to martinette@2ndnaturewater.com, and cc careers@2ndnaturewater.com.

2NDNATURE Software provides equal employment opportunities for team members and candidates regardless of race, color, religion, national origin, gender, sexual orientation, age, marital status, military status or disability in accordance with local, state and federal guidelines. We hire and promote individuals based on their qualifications for the position to be filled. We are committed to creating a diverse and inclusive workforce. We value reliable and committed teammates that take ownership and are passionate about making sound science accessible and actionable for decision makers.

Please note that 2NDNATURE does not offer relocation packages or visas for this role.

Questions?
martinette@2ndnaturewater.com