
JOB DESCRIPTION

Position	Content Marketing & PR Manager/ Executive
Department	Sales and Marketing
Reporting To	Vice President, Marketing & Business Development
Subordinate(s)	--
Shift(s)	--

DUTIES & RESPONSIBILITIES

AI is poised to transform many industries in the world in the coming years. Sentient.io, with its AI & Data platform as well as its Solution Gallery of SaaS Solutions, wants to position itself as a key driver of business transformation.

We are at the start of an exciting growth journey. We are looking for team players in the Marketing Team. This Team is focused on user acquisition across the customer/user journey on our core AI & Data Platform and the new Solution Gallery, identifying the most important and meaningful opportunities for our signups to trial and use the Platform, and developing relevant microservices, content and solutions to bring them to life. We do this in partnership with our Product, Engineering and Science Teams.

Reporting to the

- VP of Marketing

Responsibilities

1. Content Marketing
 - Develop content strategy aligned with short-term and long-term marketing targets and engagement goals.
 - Manage the editorial calendar to ensure that relevant content is produced and published in a timely manner.
 - Develop and execute ad-hoc content based on the latest trending topics.
 - Manage and optimise newsletters delivery such as open rate, click-through rate, and unsubscribe rate through development of new content,
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experimentation of existing regular newsletters, and creation of marketing automation.

- Publish blog articles for our AI & Data Platform and Solution Gallery on a regular basis, ensuring that content is optimized.
- Share and published blog articles on various social media platforms (e.g. LinkedIn, Facebook, Instagram and relevant web dev and digital community.
- Work closely and collaborate with cross-functional and multi-geographic teams to plan, develop, and deliver top quality content-driven campaigns on owned and social media and online events such as webinars.
- Build and scale our presence and audience across key social media channels including LinkedIn, Youtube, Facebook, Twitter and Instagram
- Copy edit content for the corporate website, including blogs, executive profiles, user testimonials, and interview articles.
- Scripting for compelling visual storytelling in internal and external videos
- Plan, execute, and pitch media releases for our services and products, as well as identify opportunities for relevant industry use case stories

2. PR

- Help establish our PR Strategy, leverage all available channels (LinkedIn, and other social media, website, CRM, etc) to realise our objectives. Identify the most effective communication channels to reach relevant target groups and create editorial calendars for each channel with appropriate messaging.
- Work with the PR agency to build partnerships with relevant publishers, and events across Asia to position us as the experts we are
- Collaborate closely with our Leadership, Product, Commercial and Tech teams and actively solicit input on strategy and content
- Coordinate the creation of communication and marketing materials/ visual assets by our in-house graphic designer
- Responsible for the monitoring program and reporting

Competencies and Qualifications

- Bachelor degree in Marketing, Communications or related fields
- 4+ years of experience in Public Relations and or Content Marketing and producing, executing engaging content (i.e. written, visual or video) for B2B businesses
- Experience in executing editorial content campaigns across owned, earned and paid platforms is a
- 4+ years experience in managing and executing social media calendar, managing and optimising newsletters,
- Understanding SEO is a must
- Working knowledge of CMS tools and social media management tools

- Working experience in managing content for websites
 - Excellent writing, editing and proofreading skills.
 - Strong understanding and experience in platform marketplace and digital marketing. Startups, Tech / Analytics / SaaS experience is a plus
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