



Content Manager / Editor

Job Description

Senior Editor/Content Manager

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| Location: | Melbourne, Florida | Required Education: | Minimum of Bachelor's Degree |
| Employment Type: | Full-Time Employee | Required Experience: | 2+ years |
| Line of Business: | Content Management, Business Process Management Solutions, Financial Services | Required Travel: | 5% - 20%Travel |
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Accent Technologies is a specialized software and consulting firm headquartered in Melbourne, FL. We help our clients streamline key sales and marketing processes through automation technology and consulting. Our solution and services are used by many top Fortune 500 companies including several of the world's top financial, healthcare and sales and marketing firms.

Accent Technologies seeks a skilled content manager & editor who is a good communicator, highly motivated, conscientious, energetic, and loves to work in a dynamic, fast-paced environment.

Primary responsibilities involve working with client marketing teams to understand needs and determine what industry-related content is best for use in their sales and marketing processes; working with key industry content providers to select the appropriate content (articles, tutorials, calculators, etc.); organizing the articles and other materials in the client library by key topics; and creating campaigns and other pre-established communications to be used by the client's financial advisors and relationship managers with their clients.

Key Responsibilities:

- Gaining understanding of the client firm's situation, challenges, objectives, and expected outcomes for their client communication strategy
- Work with each client marketing team to develop a content strategy that effectively supports their client communication strategy
- Recommend best practices in content selection and management that support the client firm's communications strategy
- Work with 3rd party content providers to select appropriate content for each client firm
- Create a dynamic editorial calendar for each client that addresses and supports the jointly developed content strategy
- Manage the selection and approval of content with the client firm's marketing and compliance teams
- Identify gaps in the content plan and fill them by working with 3rd party free-lance writers, managing the development of the content
- Edit existing articles (in some cases write articles) to meeting client firm specific needs
- Help manage the client firm relationship by acting as the content consulting expert
- Participate in the sales process when content questions or content management questions require explanation or better understanding by the prospect's marketing team

- Conduct periodic content reviews with client teams to gain feedback and make recommendations on new content, or replacement of existing content
- Manage the content update process when new content is introduced, or when content needs to be updated

Qualifications:

- Education and Experience: Masters or BA degree (or higher) related field and experience/knowledge in the Financial Service Industry
- Abilities: Ability to visualize and communicate effectively. This includes the ability to think creatively, effectively organize thoughts, communicate effectively in writing, and be able to persuasively present ideas and concepts.
- Must be able to produce grammatically correct deliverables in PowerPoint and Word o Must have strong writing and editorial skills
- Skills: Strong listening and collaboration skills. Good experience with Microsoft Office Suite o Must have excellent PowerPoint skills o Must have excellent communication and interpersonal skills o Must be able to manage / organize 3rd party content sources o Prefer solid market research and selling skills

Other Characteristics: Technology savvy and strong business acumen is a plus. Conscientious, flexible, dedicated, and highly motivated, professional with a team-oriented attitude that is willing to work individually and collectively with other team members.

What We Offer:

Accent Technologies is an EEO Employer.

Accent Technologies offers a competitive compensation package. In addition, we offer a challenging and highly productive work environment that provides significant opportunity for personal growth and advancement. If you're looking for a dynamic and innovative environment, join us at Accent Technologies. We have a great team and offer the chance to help drive a market-leading software company to the next level.

For more information about Accent Technologies, please visit our website: www.accent-technologies.com