

## Job Brief: Digital Marketing Strategist

Stranger Studios, LLC is a creative firm that builds open source technology and produces digital content to help people get paid. All of our software is free to use. All of our content is free to consume. Stranger Studios builds products around the platforms we create, including support, automation, guidance, and enhanced content delivery. Businesses that use our platforms benefit from fast, secure software built specifically to help them make more money. Individuals and organizations use that money to find freedom in their lives and to achieve their respective goals.

We are looking for a multi-talented individual to lead the digital marketing strategy for our open source WordPress products.

You will work closely with the leadership team to lead all online marketing activities from conceptualization to execution. Your work will span all phases of marketing, including research, strategy, writing, and publishing.

### **Stranger Studios is a great place to work.**

- Fully remote team with diverse members in 4 different countries.
- 35 hour work weeks.
- Flexible paid time off policy for full time team members, with a minimum of 25 paid days off per year.
- Competitive salaries.
- Stipends for healthcare and technology expenses.
- Join a team that cares about your growth and well-being.

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### **Responsibilities**

- Responsible for managing all content across our websites including blog posts, landing pages, lead generation forms, courses, user documentation, and developer documentation.
- Own and manage the process of publishing new content on the site, from sourcing and prioritizing ideas to writing and editing content.

- Work closely with the Product Manager and Managing Directors to maintain a content calendar that prioritizes both the goals of the company and the strategic marketing plan you create.
  - Optimize all content for search engines, implementing SEO best practices across both existing content and newly created content.
  - Manage relationships with external content creation partners and facilitate new partnerships to collaborate on content for our shared audiences.
  - Manage all email marketing efforts. Specifically, you will be expected to compose and schedule 2-3 emails per week for our email newsletter. You will also create and continually optimize email automations for customer onboarding and customer retention.
  - Part of a team to compose and queue up posts to our social media accounts, and will also represent us through our official social media accounts. This includes engaging in social media conversations with customers and partners, publishing content to social media channels, and responding to comments from customers and partners in these networks.
  - Coordinate marketing requirements for product promotions with the leadership team. This includes email marketing, landing pages, and banner content for all sales and promotions.
  - Be engaged and involved in the production of various marketing, webinar, and tutorial videos, including brainstorming, creating, editing, promoting, and hosting videos for our customers.
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## **Skills and Qualifications**

- Excellent verbal and written communication skills. Must be the best writer to contribute to our team.
- Proven work experience as a Digital Marketing Strategist or Digital Marketing Manager.
- History of exceptional performance in a fully remote, sometimes asynchronous, team.
- Strong analytical and project management skills coupled with a naturally creative personality.
- Solid knowledge of Google Analytics and experience with both fundamental and trending principles of SEO.

- Familiarity with WordPress as a content management system, as well as the extensive landscape of people creating profitable businesses with WordPress.
  - Self-starter a MUST: the ideal candidate owns projects and drives them to completion.
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## **Bonus Skills and Qualifications**

- Experience creating and maintaining paid search projects (SEM).
  - Experience with video editing and video production.
  - Interest or past experience in programming, specifically WordPress development.
  - Interest or past experience in basic graphic design, including experience with Adobe Creative Suite or web-based design tools like Canva.
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Stranger Studios offers a unique life work balance. The job is very exciting and fast paced, with the opportunity to work remote at your location. Please provide a CV and introduction of yourself via email to [kim@strangerstudios.com](mailto:kim@strangerstudios.com) if you think this job describes you.