

[ResourceWise](#) is the parent company of four companies in the Forest Products and Chemicals industries: Forest2Market, Fisher International, Tecnon OrbiChem and Wood Resources International. For more than two decades, our legacy brands have focused on one mission: to help our customers make exponentially better decisions by providing them with the most accurate data, analytics, and management consulting services available to our markets.

CONTENT MARKETING MANAGER

Charlotte, NC (Hybrid)

ResourceWise is searching for a full-time professional B2B Content Marketing Manager to make meaningful and measurable contributions to our marketing efforts, which will drive engagement and company growth. More specifically, we are seeking a candidate who is an experienced and savvy marketer—a team player who is eager to take ownership, quick to learn, flexible by nature and embraces new challenges. As our family of companies continues to grow, this candidate must also be comfortable in a dynamic environment with shifting responsibilities and priorities, and a positive “can-do” attitude is a must.

This position is a hybrid. The successful candidate will manage (2) full-time content writers and the rest developing and promoting content.

Primary Responsibilities:

- Managing and providing ongoing support to a team of content producers in a fast-paced, deadline-driven environment
- Collaborating with sales staff and internal subject matter experts, advocating for content producers’ needs, and collaborating with stakeholders across departments to design marketing campaigns to drive revenue growth
- Collaborating with Web Optimization Manager to ensure content is enhanced to capture search volumes that drive website traffic
- Consistently developing engaging, relevant ideas and writing content (white papers, blog posts, articles for trade publications, etc.) that demonstrates thought leadership, drives credibility, and creates lasting connections with clients and prospects
- Using the HubSpot marketing automation platform to manage campaigns and assets, analyze and manage meaningful metrics, nurture and convert site traffic into leads
- Continuously and actively seeking to educate and expand his or her understanding of the industries and markets we serve to identify opportunities for revenue growth
- Continuously working to understand business intelligence platforms and products and using these tools to uncover ideas and opportunities to create valuable, unique content
- Providing content to a social media specialist and guidance on graphic content that can be used to promote campaign materials to increase visibility

Other Responsibilities include:

- Providing supportive feedback to content creators and valuable insights to marketing team
- Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice and optimized for search and user experience
- Maintaining a genuine dedication to producing A+, impactful content

- Building strong working relationships with internal subject matter experts and working collaboratively with other teams, including product development and sales to support organizational needs
- Maintaining flexibility to assist department and company as needed

Required Qualifications:

- Impeccable business writing skills combined with the measured judgement of an editorial director and the attention to detail of a professional editor
- Positive attitude, flexible nature, and helpful disposition
- Ability to pivot and prioritize tasks without breaking stride
- 5 years of experience in marketing and content creation or similar role; 2 years of experience in managing others
- Bachelor's degree in Marketing, English, or relevant field
- Portfolio of published work

Preferred Qualifications:

- Understanding of global commodity markets, supply chains and drivers of price movement
- Hands-on experience with Marketing Automation and Content Management Systems; Inbound Marketing and HubSpot certifications a plus
- Command of Microsoft Office tools, especially Word and Excel
- Command of Google Analytics and Adwords

Compensation and Benefits

- Compensation is commensurate with experience
- Yearly performance bonus
- Medical, dental, vision benefit programs provided
- 401k with company match
- PTO and personal days offered

Contact

- Please send resume and cover letter to careers@resourcewise.com
- Application materials should include: a resume, cover letter and a links to your portfolio and/or other published articles.

About the Companies

Forest2Market and **Wood Resources International** provide pricing data, supply chain expertise and strategic consulting services to participants in the global wood and fiber supply chain. **Fisher International** supports the pulp and paper industry with business intelligence and strategy consulting services, and **Tecnon OrbiChem** supports the biochemicals and petrochemicals industries with related data services and business solutions.