



Marketing Manager

About the Role:

Marqii is on a mission to empower hospitality businesses of all sizes to be found online through easy-to-use listings, menu, & review management.

A fast growing early stage startup, Marqii currently serves more than 8,000 restaurant and hospitality businesses. Learn more about us, our team, and our values at marqii.com.

Marqii is looking for a Marketing Manager to join our team. Reporting to the Director of Marketing, you'll be responsible for crafting compelling and engaging content across various platforms, managing social media accounts, and supporting other marketing functions to drive brand awareness and support our revenue growth goals. The ideal candidate should be a great storyteller, have a strong understanding of content marketing strategies, and possess a keen eye for detail. Familiarity with the hospitality industry is a big plus.

What You'll Do:

- Develop creative and engaging content for a range of marketing channels, including blog articles, website copy, social media posts, email campaigns, whitepapers, video scripts, webinars, and more.
- Conduct thorough research on industry trends, market insights, and customer preferences to inform content development and ensure relevance and resonance.
- Create clear, concise, and persuasive content that aligns with brand guidelines, tone of voice, and marketing objectives.
- Create SEO-optimized content to drive measurable traffic growth and conversions.
- Maintain a content roadmap and calendar of all content and thought leadership aligning with business goals and demand generation efforts.

Who You Are:

- 3-5 years of experience in Content Marketing, Demand Generation, SEO, or similar role for B2B technology brands.
- Self-motivated and able to work independently, as well as part of a team.
- Able to craft compelling narratives and adapt writing style for different target audiences and platforms.
- Proficient in SEO and keyword research to optimize content for search engines.
- Experienced in SEO, SEM, & Google Analytics
- Creative, with the ability to generate innovative content ideas and storytelling approaches.

- Excited about working on both long-term and short-term projects, balancing planning with quick turnaround projects based on need.

Nice to have (but not required):

- Experience with Hubspot, Canva, & Webiny
- Experience working in or writing for the hospitality industry
- Video editing skills
- Experience managing Google, Facebook, & Instagram ads

What We Offer:

Salary Range: \$70k-\$80k/year

Health/vision/dental Insurance

401K

WFH stipend

Fully remote working environment

Unlimited PTO

Yearly in-person events

To apply, please send your resume and a blog content writing sample to people@marqji.com, with the subject line "MarketingManager - <Your Name> - <breakfast tacos or bagels (whichever your vote is for most perfect breakfast item)>"