



As Outpace continues to expand our core business of SEO, we are producing different kinds of content in an effort to meaningfully provide users with valuable information during their search. This role will lead the execution of the content creation process for our clients.

The ideal candidate is an expert in creating world-class digital content. This person will be highly collaborative, detail-oriented and a strong communicator, working cross-functionally with internal stakeholders to maximize efforts and with our Head of Web on strategic vision and resource allocation. To be successful, this candidate should be comfortable in ambiguity, enjoy problem solving, have a POV and a clear creative vision.

### **Core Responsibilities**

- As the Head of Content you will be responsible for leading the editorial and content strategy across the web ecosystem.
- Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels of content.
- Mapping out a content strategy that supports and extends SEO initiatives, both short- and long-term, determining which methods work for the brand and why. Continuous evolution of strategy is a must.
- The development of a functional content calendar throughout the enterprise verticals, and defining the owners in each vertical to particular persona groups.
- Supervising content writer; be an arbiter of best practices in grammar, messaging, writing, and style.
- Integration of content activities within SEO marketing campaigns.

## Experience

- To thrive in this position, you love working in the area, where creative ideation meets execution excellence.
- Minimum of 2 years experience in editorial and content leadership role
- Minimum of 4 years experience working within or with a marketing organization
- Hands on experience and expertise in content production areas of copywriting
- Excellent level of English both verbal and written

## Company information

[Outpace](#) is an SEO agency with calculated strategies, strengthening businesses with long-term vision. We leverage our understanding of the search engine algorithms and business objectives to focus on metrics that matter the most.