

# Content Manager

## Role Overview

Drive **organic growth, SEO performance, and website content strategy** while aligning content with marketing and business outcomes.

## Key Responsibilities

- Structure and manage **website content architecture**
- Create and oversee **blogs, landing pages, and web content**
- Execute **SEO strategies (on-page + off-page)**
- Conduct **keyword research, clustering, and planning**
- Manage **Google My Business (GMB) content**
- Collaborate with **social, design, and development teams**

## Must-Have Tools

- SEO tools (Ahrefs, SEMrush, Ubersuggest, Google Search Console)
- Google Analytics
- CMS platforms (WordPress or similar)
- Keyword research & clustering tools
- Basic HTML knowledge

## KRAs (Key Responsibility Areas)

1. **Organic Traffic Growth**
2. **Social media Content**
3. **SEO & Keyword Ranking Performance**
4. **Website Content Quality & Conversion**

5. **Content Production & Consistency**
6. **Cross-Channel Content Integration**

## **KPIs (Key Performance Indicators)**

- Month-on-month **organic traffic growth (%)**
- **Keyword ranking improvements** (Top 10 / Top 3 positions)
- **Content output consistency** (blogs/pages delivered vs planned)
- **Bounce rate & average session duration**
- **Landing page conversion rates (%)**
- **Backlink growth & domain authority improvement**
- **GMB engagement metrics** (views, clicks, calls)
- **Hooks Retention Rate**

## **Core Skills**

- Strong command over **SEO + content strategy**
- Ability to write **engaging, conversion-driven content**
- Understanding of **UX writing and website structure**

## **Bonus (Good to Have)**

- Experience with Zoho Projects or similar tools
- Exposure to performance marketing campaigns
- Multi-industry experience

## **What We Value**

- People who **think strategically, not just execute**
- People who **connect content with business outcomes**
- People who take **full ownership of results, not just tasks**

