



Autobooks works hard to make small business banking simple. Through our partnerships with banks and credit unions, small business owners can gain access to a modern suite of tools to help making running their business easier.

When you join Autobooks, you're joining a team dedicated to small business growth. We want your ideas, passion and experience to continue improving what we offer.

Our downtown Detroit HQ is in the vibrant Madison building, named one of the World's Coolest Offices by Inc. Magazine. Autobooks also has a growing presence in Texas with a satellite office in Austin; and offers flexible, remote work environments for certain roles.

Ready to help change what it means to do small business? Let's talk.

### **The Role: B2B Content Marketer**

Autobooks works with financial institutions across the country to provide better digital banking tools to small businesses. We are looking for a team member that can accelerate our growth as a thought leader and help us to become the leading source for small business content. An Autobooks content marketer will plan and produce engaging content, build and manage campaigns, and analyze campaign results to determine what worked and what needs to change moving forward.

The thought leadership at Autobooks is built on understanding the buying journey of a financial institution and producing content that helps them make progress in their buying decision. We do not judge ourselves on digital marketing vanity metrics. We measure ourselves on producing content that answers questions, educates, and prepares financial institutions to make a buying decision. Below are a few of the skills that we require:

- **Attention to detail copywriting:** proper grammar and sentence structure is required, but so is storytelling that's entertaining and threaded with data. If people get bored, they won't read our content.
- **Campaign orchestration:** we are a small team and we wear many hats. Our content marketers need to be skilled in building and orchestrating email campaigns, building landing pages that convert, and updating the website so that it evolves with the market needs.
- **Project management:** and because we wear many hats, we need to ensure we are organized in order to meet deadlines. Creating a content strategy, building and executing campaigns, working cross-functionally with the sales team, and managing a content calendar requires our content marketers to be good at project management.
- **Data and analysis:** our company is data driven, so our content marketers need to know how to use data to understand what is working, what is not and how to communicate campaign results.
- **A desire to research:** financial institutions are detailed orientated, so we need to do our research. Solid research creates a foundation of trust and delivers insights that educate and inspire.

### **Responsibilities:**



- Content creation
- Building and orchestrating digital campaigns
- Meeting deadlines
- Tracking results and reporting on performance
- Participating in buyer research
- Repurposing content for target outreach

**Required Experience/Skills:**

- B2B copywriting
- Experience building email marketing campaigns
- Ability to create and manage landing pages, optimizing for conversion
- Comfortable assisting with website optimizations
- Demonstrated ability to craft one-to-one outbound email/social posts

**Other Requirements:**

- The ideal candidate will be proactive, demonstrating an ability to bring new ideas to the table rather than waiting for instruction.
- Prior experience using HubSpot or other marketing automation systems is a big plus.

**Job Type:**

- Full Time

**Job Location:**

- Detroit, MI

A flexible, entrepreneurial work environment and team atmosphere makes this a great place to work. Please provide a complete resume and work history detailing your qualifications and experience to [careers@autobooks.co](mailto:careers@autobooks.co) and indicate "Content Marketer" as the subject. To learn more about us, visit [www.autobooks.co](http://www.autobooks.co).