



Company: Creative Learning Systems, LLC
Title: Sr. Manager, Content Marketing
Reports to: VP, Marketing
Location: Longmont, Colorado or Remote

The Company:

Creative Learning Systems (“CLS”) develops and installs engaging STEM and digital media programs for elementary, middle, and high schools, which CLS has branded as *SmartLabs*. These programs align well with the market’s current desire for more student-centered, personalized learning. **To apply for this position, [please fill out the application form](#).**

[Click here to watch a SmartLab in action](#)

Since first creating a technology lab in a U.S. school in 1987, CLS has pioneered STEM and digital media arts programs and a related web-based curriculum in K-12 education. Together with partner schools across the country, CLS has put technology in the hands of students and engaged them with personalized, problem-solving-based learning. While the technologies behind CLS’s learning solutions are ever evolving, the guiding principles remain constant:

Engagement

Why: Engaged students are more focused in class, have fewer disciplinary issues, build stronger critical-thinking skills, and authentically connect to their learning.

How: We engage students in hands-on, project-based learning experiences that support and reinforce academic content—specifically STEM topics.

Empowerment

Why: Empowered learners become empowered adults who are equipped with the next-gen skills required for post-secondary success.

How: We empower students to own their learning and approach challenges with creativity. This helps them develop the confidence needed to thrive in a rapidly evolving world.

Experiential

Why: When learners use age-appropriate, pre- and professional tools in real-world settings, they're more prepared for college and career.

How: Through experiential learning, students connect real-world problem-solving to core academic content, which helps them make more informed decisions in the future.

Personalized

Why: When learners have voice and choice to determine which projects they want to pursue, they are more intrinsically motivated.

How: With open-ended engagements, educators and facilitators collaborate on projects that support their students' achievement, while ensuring learners can pursue projects they're passionate about.

Collaborative

Why: Collaborative learning helps students develop higher-level thinking, verbal communication, self-management, and leadership skills, which prepares them for post-secondary success.

How: We purposely build collaboration into our learning spaces. Through collaborative work, learners use critical thinking to make meaning of facts, develop communication skills as they present their learning, and creatively solve problems.

Creative Learning Systems is a rapidly growing company that was recapitalized by Brass Ring Capital ("BRC") in February, 2017. During BRC's ownership, CLS has invested heavily in both operations, and infrastructure, and is ready to rapidly scale under the leadership of newly appointed CEO, Ashley Mathis.

The Position:

The Sr. Manager of Content Marketing is both an artist and a scientist. They can think strategically and bring their ideas to life across multiple channels, creating an integrated, consistent, and engaging experience for all target audiences. And they understand the importance of analytical analysis and data driven decision making, which is woven into all aspects of their work.

The Sr. Manager of Content Marketing will work together with the Vice President of Marketing and the Design Team to plan, build, and execute against the marketing goals as established through business-level KPIs. The ideal candidate is well versed in the K12 marketplace and can make both heart and head connections with educators through dynamic storytelling and engaging content while representing the voice, tone, value, and culture of CLS.

The Sr. Manager of Content Marketing will act as an internal and external brand ambassador and is able to collaborate cross-functionally with Sales, Product, Academic Services, and Customer Success Teams with respect to planning, training, and execution activities.

Essential Duties & Responsibilities:

- Develop and implement a content strategy and editorial calendar aligned with business/marketing goals and KPIs; work with Leadership to develop performance dashboards.
- Produce high-quality assets including white papers, eBooks, blogs, press releases, email marketing messages, call scripts, case studies, presentation content, PPC landing pages, video scripts, and web copy.
- Maintain a strong understanding of CLS target personas and design content that speaks to their interests, responsibilities, needs, and challenges; test and collect customer feedback.
- Design, develop, and implement a buyer journey asset plan that aligns with key milestones in the sales process and customer lifecycle; manage sales enablement tools via the Marketing Portal.
- Train Sales on usage of sales enablement assets to ensure consistent implementation; gather usage and effectiveness data.

- Collaborate with the Product and Academic Services Teams to ensure the CLS positioning and value proposition aligns with the appropriate pedagogical methods and student outcomes across all product lines.
- Collaborate with the Customer Success Team to identify engagement opportunities that promote client success and increase brand loyalty.
- Manage email and nurture strategies including design, coding, testing, deployment, and automation.
- Shepard and evolve the newly established CLS brand and identify opportunities to expand brand reach and depth within CLS content and products.
- Optimize content according to the digital medium and for SEO and Google Analytics.
- Manage content strategy, development, and distribution for social media platforms including Facebook, LinkedIn, Twitter, and YouTube.
- Plan and workshop with the Design/Creative Team to build holistic, integrated programs for reputation and awareness, lead generation, and sales enablement tactics.
- Engage, collaborate with, and manage client and thought leader “Champions” to develop content and represent CLS value and positioning.

Skills & Qualifications:

The ideal candidate will be entrepreneurial and collaborative with a problem-solving mindset, maintain extreme attention to detail, and be an exceedingly strong communicator and storyteller.

- 8+ years’ experience creating and managing persona-based content across a variety of digital mediums.
- 5+ years’ experience developing persona-based content for the K12 industry.
- Ability to serve as an exemplary writer, consistent with CLS positioning, tone, and mission using concise and engaging copy.
- Experience as a leader and practitioner of editing, copywriting, scriptwriting, content strategy, market research, information architecture, and storytelling.
- Experience with cross-functional collaboration including Sales, Product, Customer Success, and Leadership Teams.
- Experience managing expectations of and presenting to internal and external stakeholders.
- Exceptional presentation, communication, and organizational skills.
- Ability to create a high-energy, fun, and collaborative environment that builds a culture consistent with CLS values.
- Experience with Marketing automation systems like Marketo, Hubspot, or Pardot a plus.
- Experience with digital marketing tools like HootSuite, SEM Rush, and Google Analytics a plus.
- Bachelor’s degree required; Master’s degree a plus.

Desired Personal Characteristics:

- Trustworthy; personal and professional integrity in all that they do.
- Viewed as a team player and partner to the business, with open door availability to its people.
- Intelligent and driven to succeed with a high energy level.
- Ability to buy into the mission of CLS to help children and learners throughout the United States.

- Understanding of education curriculum and pedagogies.
- Demonstrates confidence and credibility.
- A bias for action and speed, demonstrating agility and aptitude to the team.
- A competitive spirit and sense of entrepreneurship.
- Ability to contextualize opportunities and decisions within “the big picture.”
- A natural command of the details and ability to provide accurate information to leadership.
- Willingness and courage to speak-up with candor.