



JOB TITLE: Chief Content Officer**JOB DESCRIPTION****Purpose and Scope**

The Chief Content Officer (CCO) serves as the organizational “storyteller” and is responsible for developing, stewarding and amplifying the CAIA brand through world class thought leadership and creative, forward-thinking multi-channel distribution. The role will set and oversee the content agenda; integrate web, social and analog channels for maximum exposure of our messaging; and manage a marketing services team that designs creative assets, orchestrates campaigns, and directs external partners. The CCO will also cultivate a rich set of industry media relationships in partnership with our PR firm to extend CAIA’s voice and credibility. This position reports to the Executive Vice President.

Responsibilities:**Content Strategy & Development – 30%**

- Facilitate monthly global editorial team that sets content priorities and organizational thought leadership agenda
- Oversee pipeline across all content platforms including blog, webinar, podcasts, live events, journals, newsletters, and long form thought leadership and ensure integration
- Ensure 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 including online, social media, email, point of purchase, mobile, video, print and in-person.
- Play managing editor on monthly Chronicles newsletter and Portfolio for the Future blog
- Assist in developing and recruiting for blog, webinars, newsletter, journal contributions, chapter events
- Manage and develop regional content directors

Brand and Content Marketing – 30%

- Protect and cultivate our global brand identity, messaging, and digital footprint
- Solidify a more attractive and captivating multi-product story for industry organizations across CAIA, FAI, and FDP
- Design and execute on comprehensive, multi-channel content and communications campaigns
- Leverage data to drive decisions and shape strategy; Oversee lead regeneration optimization and integration of technology to improve customer experience and attain growth objectives.
- Oversee design, information architecture, and user experience of enterprise website
- Build rich and proactive media relationships on behalf of senior team to allow for regular opinion placements, interviews, letters to editors, and mentions
- Identify priority marquee industry conferences and assist in securing sponsorship, booths, and speaking slots
- Develop standards, systems, and best practices (both human and technological) for content creation, distribution, storage, maintenance, content retrieval and content repurposing.
- Rationalize and manage external partners in social media, SEO and analytics, website support, PR and communications, and strategic marketing
- Supervise and develop the marketing services team and departmental budgets

Customer Acquisition and Retention – 15%

- Lead philosophy, design and implementation of candidate cycle digital marketing campaigns across social and email
- Partner with CMR to design and implement annual member retention campaigns and the member value proposition

Content Ambassador—15%

- Participate in development of member and industry content
- Speak regularly at conferences and industry events
- Serve as a public face of the organization by regularly writing and speaking with media

Teammate- 10%

- Liaison with executive team to inform messaging, brand positioning, creative, and campaigns
- Work closely with Managing Director, CAIA curriculum to align annual updates and body of knowledge with content agenda and campaigns
- Build a healthy and highly collaborative culture to support seamless operational processes across content and marketing roles and with external vendors

- Partner with CMR and regional teams to ensure messaging and communications are consistent with organizational priorities
- Assist in identifying content experts and leads for development for the CAIA Program, FAI, FDP and other content platforms

Success Criteria:

The CCO is measured on the continual improvement of stakeholder awareness and customer nurturing and retention through storytelling. Criteria include:

- Positive brand recognition and consistency across chosen published channels.
- Website and social media traffic growth.
- Marquee speaking engagements
- Media mentions, placements, and interviews in desired publications
- An increase in defined customer engagement metrics (measured by users taking the desired action...i.e. conversions, subscription, purchase, etc.).
- Conversion metrics definition and growth.
- Social media positive sentiment metrics.
- Customer feedback and survey data.
- Increases in key search engine keyword rankings.
- A decrease in sales/buying cycles.

Qualifications:

- Outstanding communication, writing and presentation skills
- Executive presence and comfortable nurturing relationships with senior professionals
- Strong understanding of global investment industry markets, trends, and asset classes
- A minimum 7 years experience working in a financial editorial/journalistic role and/or content marketing in the industry
- Demonstrated experience and understanding of how to nurture and leverage content related digital brands
- CAIA designation preferred
- Demonstrated commitment to creating and supporting a diverse, inclusive, and equitable culture
- Willing and eager to travel
- Entrepreneurial instincts and drive
- Position can be based in the Americas or EMEA