



Integrity, Drive, Growth, Compassion, Generosity

Content Strategy & Organic Growth Specialist

Position Summary

We are looking for a strategic, hands-on Content Strategy & Organic Growth Specialist to own the development and performance of our non-paid customer acquisition channels.

This person will be responsible for helping our company become the most visible, helpful, and trusted resource in our market. They will create and improve the content buyers use to understand their problems, evaluate their options, compare providers, and confidently take the next step with our company.

This is not simply a blogging or social media position. It is a business-growth role for someone who can connect buyer insights, content creation, website strategy, search visibility, social media, reputation management, and conversion optimization to generate qualified leads.

The ideal candidate is part content strategist, writer, journalist, website marketer, project manager, and analyst. They are equally comfortable interviewing a subject matter expert, improving a landing page, evaluating organic lead performance, planning a social campaign, and identifying why a prospective customer may not trust or convert on our website.

The primary measure of success for this role is the consistent generation and improvement of qualified, non-paid leads.

Primary Objective

Build and manage an organic growth engine that:

- Attracts qualified prospective customers
- Answers buyers' most important questions
- Builds trust in our company before a prospect contacts us
- Converts website visitors and engaged audiences into leads
- Strengthens our online reputation
- Gives the sales team content that helps prospects make decisions
- Reduces dependence on paid lead-generation channels

Key Responsibilities

1. Own the Organic Content Strategy

Develop and manage a content strategy based on company goals, buyer needs, sales-team insights, search behavior, and organic lead opportunities.

Responsibilities include:

- Building and maintaining a prioritized content roadmap
- Identifying the questions, concerns, objections, and comparison points that influence buying decisions
- Mapping content to the stages buyers move through before contacting the company
- Prioritizing high-intent topics such as cost, problems, comparisons, reviews, best options, process, and fit
- Balancing new content creation with the improvement of existing high-potential content
- Ensuring every major service, market, and buyer need is adequately supported

Content will be selected based on its potential to influence buyer confidence, organic visibility, lead generation, and sales—not simply to maintain a publishing quota.

2. Create High-Quality Buyer-Focused Content

Research, write, edit, publish, and optimize content across multiple formats, including:

- Educational articles and guides
- Service and product pages
- Website copy
- Landing pages
- Comparison and decision-support content
- Case studies and customer stories
- Frequently asked question resources
- Email and nurture content
- Social media content

- Review and reputation-related content
- Sales enablement resources
- AI- and search-optimized answer content

The Content Strategy & Organic Growth Specialist will determine the appropriate format based on the buyer's question, stage in the decision process, and preferred channel.

3. Lead Subject Matter Expert Interviews

Work closely with salespeople, leadership, production teams, service teams, and other internal experts to capture the knowledge buyers need.

This includes:

- Scheduling and leading focused interviews
- Asking insightful follow-up questions
- Translating technical expertise into clear, useful language
- Identifying unique insights, examples, and perspectives competitors cannot easily replicate
- Challenging vague, overly promotional, or incomplete answers
- Maintaining strong working relationships with internal contributors

4. Improve Website Conversion Performance

Treat the website as an active customer-acquisition platform, not a static company brochure.

Responsibilities include:

- Writing and improving core website pages
- Building or improving campaign landing pages
- Strengthening calls to action and conversion paths
- Evaluating forms, page structure, navigation, trust elements, and messaging
- Identifying gaps that cause visitor confusion or abandonment
- Coordinating routine website updates
- Working with internal or external technical resources when development support is needed
- Using visitor behavior and conversion data to guide improvements

5. Lead Organic Search and AI Visibility Efforts

Improve the company's visibility wherever buyers seek information, including traditional search engines and AI-generated answers.

Responsibilities include:

- Conducting search, topic, and competitor research
- Optimizing content for buyer intent rather than keywords alone
- Improving content structure, internal linking, titles, metadata, and on-page relevance
- Monitoring organic search performance
- Updating declining or underperforming content
- Structuring content so it can be clearly understood, summarized, and cited by AI platforms
- Tracking brand visibility and citations in AI-assisted search environments
- Identifying emerging questions and changes in buyer search behavior

6. Own the Organic Social Media Strategy

Develop and manage a social media strategy that distributes useful content, builds brand familiarity, builds trust, and drives qualified engagement.

Responsibilities include:

- Selecting the most relevant social platforms for our buyers
- Establishing platform-specific content priorities
- Creating and publishing educational, proof-based, and reputation-building content
- Repurposing articles, customer stories, team expertise, and website resources
- Maintaining a consistent and recognizable brand voice
- Monitoring questions, comments, messages, and audience feedback
- Identifying topics and concerns that should inform future website content
- Measuring meaningful engagement, referral traffic, inquiries, and lead contribution

This role is not measured solely by follower growth, impressions, or posting frequency.

7. Manage Online Reputation

Help ensure that the company's public reputation accurately reflects the quality of its work and customer experience.

Responsibilities include:

- Monitoring major review platforms and reputation signals
- Developing a consistent process for generating customer reviews
- Coordinating appropriate responses to positive and negative reviews
- Identifying recurring customer concerns and sharing them with leadership
- Turning customer experiences into testimonials, case studies, and social proof
- Improving the visibility of reviews and proof throughout the website
- Supporting location-, service-, or team-specific reputation initiatives
- Tracking review quantity, quality, recency, response rate, and competitive position

8. Align Content With Sales and Revenue Priorities

Serve as a bridge between marketing, sales, leadership, and customer-facing teams.

Responsibilities include:

- Meeting regularly with sales and leadership
- Identifying recurring buyer questions, objections, misconceptions, and deal friction
- Creating content that sales can use before and after appointments
- Supporting launches, new services, new locations, seasonal priorities, and company growth initiatives
- Reviewing which content is associated with qualified leads and sales opportunities
- Helping the sales team find, understand, and use content effectively
- Maintaining a shared view of organic growth priorities and results

9. Measure and Improve Performance

Use data to determine what should be created, updated, expanded, promoted, or discontinued.

The Content Strategy & Organic Growth Specialist will monitor and report on metrics such as:

- Qualified non-paid leads
- Organic lead conversion rate
- Leads generated by specific pages or content
- Organic traffic to commercially relevant pages
- Search visibility for priority buyer questions
- AI citations, brand mentions, and referral traffic
- Landing-page conversion rates
- Website-assisted opportunities
- Content-influenced revenue
- Social referral traffic and qualified inquiries
- Review volume, rating, recency, and response rate
- Sales usage of content
- Content production and optimization progress

Traffic, impressions, rankings, followers, and publishing volume are supporting indicators—not the final measure of success.

10. Use AI Responsibly to Increase Capability

Use AI tools to improve research, planning, outlining, editing, repurposing, analysis, and workflow efficiency while preserving human expertise, accuracy, originality, and the company's voice.

The person in this role must be able to evaluate AI-generated work critically. AI should support the content process, not replace subject matter expertise, judgment, or accountability.

Key Outcomes

A successful Content Strategy & Organic Growth Specialist will produce measurable improvements in:

- Qualified organic lead volume
- Organic lead quality
- Website conversion rates
- Visibility for high-intent buyer questions
- Review volume and reputation strength
- Brand visibility across search, AI, and relevant social platforms
- Sales-team adoption of content
- Content-influenced opportunities and revenue
- Buyer confidence before an appointment or sales conversation
- Dependence on paid lead sources

Qualifications

Required

- Exceptional writing, editing, and communication skills
- Demonstrated ability to create clear, useful, and persuasive website and educational content
- Strong interviewing and listening skills
- Ability to translate technical or specialized information into buyer-friendly language
- Experience managing content projects from idea through publication and measurement
- Working knowledge of SEO and organic content strategy
- Experience writing or improving website pages and landing pages
- Understanding of conversion principles and calls to action
- Comfort using analytics to evaluate performance and make decisions
- Strong project management and organizational skills
- Ability to collaborate with salespeople, leaders, and subject matter experts
- Willingness to address difficult buyer questions honestly and transparently
- Ability to manage multiple content formats and priorities
- Experience using AI tools thoughtfully and responsibly

Preferred

- Experience in roofing, remodeling, home services, construction, or another considered-purchase industry
- Experience with HubSpot CRM
- Experience with WordPress CMS

- Experience with Google Analytics, Google Search Console, SEMrush, Ahrefs, or similar tools
- Experience with local search and reputation management
- Experience managing business social media channels
- Experience with conversion-rate optimization
- Experience creating case studies, customer stories, or sales enablement content
- Journalism, communications, content marketing, or editorial background
- Familiarity with video content planning or repurposing

Characteristics of the Right Candidate

The right person is:

- Buyer-obsessed
- Curious and naturally investigative
- An excellent writer who thinks beyond writing
- Strategic but willing to execute
- Comfortable being accountable for business results
- Organized and dependable
- Confident interviewing people at all levels
- Willing to challenge safe, vague, or self-promotional messaging
- Analytical without losing sight of the human buyer
- Adaptable as platforms, tools, and buyer behavior change
- Motivated by generating trust, leads, and revenue—not vanity metrics

What This Role Is Not

This person is not being hired to:

- Fill a blog calendar with low-impact articles
- Chase traffic that has little relationship to our services
- Post on social media simply to maintain activity
- Hand content creation over to AI without expert oversight
- Operate separately from sales and leadership
- Focus only on top-of-funnel awareness
- Treat reviews as a passive customer-service function
- Measure success primarily through page views, impressions, or follower counts

First 90-Day Priorities

During the first 90 days, the Content Strategy & Organic Growth Specialist will be expected to:

1. Learn the company, services, customers, sales process, competitors, and brand voice.

2. Establish strong working relationships with sales, leadership, and internal subject matter experts.
3. Audit existing articles, core website pages, landing pages, social channels, organic visibility, analytics, and online reputation.
4. Establish baseline performance for organic traffic, leads, conversion rates, search visibility, reviews, social contribution, and content-influenced opportunities.
5. Identify the largest gaps in the buyer's research journey.
6. Build a prioritized 90-day organic growth roadmap.
7. Establish a consistent content creation and approval process.
8. Publish and improve an initial group of high-priority buyer-focused assets.
9. Recommend immediate website and conversion improvements.
10. Implement or improve the review-generation and response process.
11. Establish a practical organic social media strategy.
12. Create a recurring performance report tied to qualified non-paid leads and business outcomes.

Performance Evaluation

Performance will be evaluated through a combination of business outcomes and controllable leading indicators.

Primary Outcome

Growth in qualified, non-paid leads attributable to organic content, search, website improvements, social media, referrals from non-paid channels, and reputation initiatives.

Supporting Measures

- Organic lead conversion rate
- High-intent organic traffic
- Performance of priority service and landing pages
- Search and AI visibility
- Content-influenced opportunities and revenue
- Review growth and reputation health
- Sales adoption of content
- Completion of high-priority content and website initiatives
- Accuracy, usefulness, quality, and consistency of published work
- Cross-functional collaboration and ownership

The role will not be judged by a fixed article quota alone. Publishing expectations will be based on business priorities, content complexity, channel needs, and expected impact.

Please send your resume and a brief description of why you feel you are a good fit for this position to _____ and _____