

# Content Manager

**Are you one of those people who can break down complex technical information into content that is consumable across varied audiences? Do you also have an eye for detail and a burning desire for keeping content current, up-to-date and relevant? Sound like you?**

## Job Description

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MATTR is a fast-moving organisation operating in a new market category of verifiable data and digital trust. We do this through SaaS platform offerings that provide enterprise grade decentralised identity capabilities that support the needs of traditional organisations and a new set of web3 companies designing ground up for a decentralised future.

We are on the lookout for people that are passionate about emerging technology and thrive in fast paced environments. By joining our team, you will be helping to develop a whole new category of tools that support the next generation of the internet – the web of trust.

The MATTR VII Platform is designed for global scale. As a Content Manager, you will be part of the team who are creating the MATTR platform and helping to establish MATTR as a leader in the world of digital trust.

You will be an accomplished storyteller who can create a bridge between the identity challenges of today and MATTR's solutions in a way that makes sense to our customers/partners. The technical content you translate into customer language will support MATTR's vision to both create the category and be seen as the leader in this new and emerging space.

### **LOCATION – Auckland central business district**

## What you will do

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### Draft and edit content

- Create strong, consistent, and engaging digital content across all platforms and channels to support our go-to-market plan and evolving content strategy: website, industry articles, sales collateral, video, podcasts, blog articles, customer testimonials etc.
- Deep dive into various topics with MATTR subject matter experts to draw out their insight as the basis for your writing.
- Edit existing long-form content to rewrite into different formats or for different audiences.

### Continuous improvement

- Identify market and industry trends to recommend new topics and write/edit content.

- Conduct keyword research and optimise our content for search engines (SEO).
- Measure and optimise content performance.

#### Content lifecycle management ownership

- Create and maintain fit for purpose content-related processes across multiple areas of the business, including approvals for publishing
- Harvest, organise and manage content through its complete lifecycle, from first draft to decommission and archiving.

MATTR's customers are across the globe, it's feasible that at times this role may interact with customers in different timezones and working with them will necessitate some outside NZ working hours effort.

### What are the skills and requirements needed?

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You will have

- 5+ years of proven work experience in a Content Manager, Copywriter, or similar role.
- Demonstratable consistent success in content creation/management on the agency and/or B2B client side, through a portfolio of published (or publicly available) content.
- Excellent writing and editing skills in English.
- Tertiary qualification in Marketing, English, Journalism, or a relevant field.

### Personal and work ethics

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- You are a self-starter who takes initiative, is creative, has high energy, and would thrive in a very dynamic software company.
- You are a team player who is eager to share their findings and contribute to a collective understanding – someone who is super smart and committed to making a difference - but won't trip over their ego when they turn around!
- Able to build strong relationship and manage stakeholders, including technical experts, to achieve content outcomes.

### Advantageous

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- Awareness/interest in decentralised identity and the Web of Trust ecosystem
- Start-up and/or mid-stage company experience especially in the tech B2B space

### What's in it for you?

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The chance to be part of MATTR, to be surrounded by like-minded peers with no ego's, an attractive salary and flexible working arrangements, and a company that lives and breathes its values every day.



CRAZY ENOUGH



LIFT OTHERS



CHECK YOUR EGO

MAKE FRIENDS WITH  
THE EDGE

Sounds like you? We would love to hear from you!

MATTR values diversity in the workforce and we encourage candidates from diverse backgrounds, including those with access needs, to apply for our roles.