



Content Marketing Manager

Job Specification

About Optalysys

Enabling a world of secure computing. Harnessing the power of light, we push the boundaries of what is possible in data security by bringing speed to always-encrypted data technology. Through optical computing, we accelerate Fully Homomorphic Encryption (FHE) beyond the capabilities of electrical computing, making secure data sharing and collaboration a reality for everyone, everywhere.

We are committed to building a home for exceptional talent.



What is the Role?

As the Content Marketing Manager, you will be at the forefront of our content strategy, driving efforts to attract, engage, and convert our target audience with valuable, relevant, and consistent messaging. You'll identify key areas of focus, ensuring every piece of content resonates and delivers results.

In this role, you'll collaborate closely with stakeholders across the organisation, spearheading inbound marketing strategies that elevate our brand identity. From conceptualisation to execution, you'll oversee the creation, commissioning, and distribution of compelling multimedia content that builds our presence and leaves a lasting impression.

Key responsibilities:

- Designing and implementing content marketing strategies that meet or exceed set objectives and KPIs
- Generating creative content ideas and leading bespoke projects to deepen customer understanding and drive engagement
- Producing and commissioning high-quality content directly, and by partnering with both internal and external stakeholders
- Developing and managing a content calendar to maintain a steady stream of impactful content across all communication channels
- Proofreading and editing content created by internal teams to ensure consistency and quality
- Optimising digital content with a focus on SEO and effective keyword usage to enhance visibility
- Collaborating with the Marketing team to understand engagement analytics and continuously refine content strategies and outputs

About You

We are looking for somebody with a proven experience in content marketing strategy development and delivery. You will need to be collaborative, an excellent communicator and able to work in a fast-changing environment. You will have:



- Experience of working within the technology sector in a similar role, with the ability to bring clarity from complex technical content
- Exceptional written and verbal communication skills, ensuring impact across all messaging
- Extensive hands-on experience in SEO and content optimisation, driving measurable improvements in search rankings and online visibility
- In-depth knowledge and demonstrable success across a wide range of communication channels and platforms
- The ability to engage and collaborate effectively with stakeholders across the business
- A team-oriented mindset with a passion for collaborative working
- Excellent time management and organisational skills to handle multiple priorities with ease
- A results-driven attitude, consistently aiming for measurable success in every project