



Sr Manager: Content & Branding

Location: Noida (Hybrid mode: 2 days from office)

Experience: 10+ years building standout content for US and global audiences

About the Role

We're looking for a Sr. Manager - Content & Brand Manager to lead our content strategy across website, social media, ads, and events. You'll manage a small content team, work with agencies, and ensure everything we put out — from blogs to thought leadership — is sharp, engaging, and on-brand for US and international markets.

This role also has a strong focus on content-led pipeline building — meaning you'll not only create great content but also measure how it moves leads from MQL to SQL.

What you'll be owning:

- Set and steer our brand voice across website, social, ads, events, and more — ensuring it resonates with both US and international audiences.
- Manage the in-house content team (writers + designers) and agency partners — briefing, reviewing, and guiding output.
- Plan and run a full social media calendar with fresh, relevant content.
- Create a range of content formats — blogs, thought leadership, infographics, case studies — tailored for US and global markets.
- Build content strategies that support lead generation and move prospects through the funnel (Lead, MQL to SQL).
- Oversee event content and branding — from booth designs to marketing collaterals.
- Collaborate closely with Marketing, Product, and Sales teams to drive brand awareness and support pipeline growth.

What we're looking for:

- 10+ years in content, branding, or product marketing roles.
- Proven experience crafting content for US and international markets — you understand cultural nuances and can localize messaging smartly.
- A strong sense of brand storytelling and design aesthetics — you don't have to be a designer, but you should know what looks good.
- Hands-on experience working with agencies — briefing, guiding, and elevating creative work.
- Ability to lead and mentor a content and creative team while juggling multiple projects and deadlines.



- Familiarity with marketing funnels — understanding how content drives MQLs and SQLs.
- A natural writer and editor with an eagle eye for details and a passion for big ideas.

Perks:

- Hybrid work flexibility
- Freedom to build a brand with real impact
- Open, collaborative culture