



Marketing Manager, Insights & Content

VAB is the voice behind some of the biggest names in media like NBCU, Paramount+, Disney, Warner Bros. Discovery, FOX and more.

Join our team of marketing experts who are passionate about driving the video advertising industry forward through insights and initiatives aimed towards answering marketer's toughest questions and improving measurement standards.

Who We Are

- **Insights & Measurement Team**

- Media detectives who create [insightful content](#) on a variety of future-forward topics marketers care about, such as video streaming, consumer behaviors, TV buying innovation, cross-platform measurement, multicultural marketing, and more.
- Industry disruptors who are committed towards enhancing video advertising and the future of cross-platform [measurement](#) through initiatives like the [VAB Measurement Innovation Task Force](#).

- **Marketing & Communications**

- Passionate marketers who ensure wide distribution and use of our ground-breaking Insights content and [stay connected](#) with the industry by cultivating speaking opportunities, crafting op-ed programs, producing events and developing webinars and roundtable series.

Our Members

- [VAB members](#) are comprised of a community of major media companies ranging from
 - Premier members that create or distribute premium video content (e.g. NBCU, Spectrum Reach)
 - Research, insights & measurement companies (i.e., iSpot, Comscore, Affinity Solutions)
 - Cinema advertising companies (e.g. NCM)
 - And other industry-shaping organizations who support premium ad-supported video (e.g. The NBA, LG Ads, Premion)

- [VAB's Board of Directors](#) is comprised of top advertising professionals from across the industry, representing some of the biggest companies in media who are leading our industry every day.

What You'll Do

Are you a content-driven storyteller with a sharp strategic mind and a passion for creative execution? Do you love owning content strategy, shaping messaging, and building brand presence across owned and social channels? If so, we'd love to meet you.

We're looking for a **Content Marketing Manager** to join our collaborative team. In this role, you'll lead the development and execution of content strategies across email, social, insights marketing, and more — amplifying the voice of VAB and the incredible work we do.

This is a **high-impact role with plenty of room for growth**. Ideal for someone with **4–6 years of experience**, it offers the opportunity to take on **strategic ownership** of content planning, messaging, and channel performance, while staying close to the creative craft — from writing to asset creation.

Primary Responsibilities

- **Insights Marketing:** Develop marketing plans for key content releases. Use email, social, and re-marketing strategies to drive engagement and downloads.
 - Lead the marketing plans for VAB Insights releases, inclusive of:
 - Marketing plan strategy & development
 - Asset creation inclusive of writing and creative formats
 - Execution & stewardship of campaigns
 - Analysis and Implications
 - Newsletter development and coordination
 - Full ownership and responsibility for timing on Insights marketing development process.
- **Social Lead:** Own social content strategy, calendar, and execution. Grow and engage VAB's audience through creative, timely, and brand-aligned posts.
 - Develop social strategies, tactics, and best practices that grow VAB's following and engagement.
 - Own content development and deployment across social platforms, aligned with VAB's three pillars: Insights, Activation, and Advocacy.
 - Amplify VAB voices in the marketplace/wins – e.g. published op-eds, VAB in the news/articles.
 - Stay current on social trends and platform updates to keep content innovative and relevant.

- Collaborate with Marketing Associate to track and report on performance metrics, adjusting strategies as needed.
- **Editorial Strategy:** Execute VAB's editorial and thought leadership strategy across op-eds and contributed articles to elevate VAB's voice and expand its influence through smart, strategic content distribution.
 - Partner with the VP of Marketing to shape VAB's editorial and thought leadership roadmap.
 - Manage timelines, approvals, and coordination for all op-eds and bylined content.
 - Support VAB executives and subject matter experts in developing contributed articles aligned with brand messaging and industry trends.
- **Content Development:** Own VAB's asset creation and creative strategy.
 - Create and edit content across formats—social copy, infographics, short-form video, blog posts, landing pages.
 - Use tools like **Canva, Adobe Suite, or equivalent** to create high-quality visuals and videos that bring our brand to life.

Role Requirements:

- 4-6 years minimum of professional experience, from content marketing, digital marketing, media or marketing/advertising industry.
- Have interest in and knowledge of the advertising industry and, specifically, the video advertising landscape.
- Strong writing skills across formats: social, web, long-form, and email
- Hands-on content creation skills, knowledge of Canva and video editing is a must.
- Be comfortable working with research, data & analytics and be able to articulate messaging.
- Must have a strong understanding of social ecosystem, paid social strategy, ad formats, audience targeting, budgeting, tracking and best practices.
- Must have a self-starter mentality, possess time-management skills for juggling numerous time-sensitive projects simultaneously.
- Knowledge of website management programs/CMS preferred
- Must be process-driven, collaborative with unwavering organizational skills, pay meticulous attention to details along with a strong sense of accountability.

Why This Role is Exciting:

- You'll shape and lead content strategy — not just execute tasks
- You'll have creative freedom and own channels end-to-end
- You'll work closely with leadership and cross-functional team
- You'll help evolve a brand's voice and storytelling in a visible, measurable way
- You'll grow your skills across strategy, comms, and digital marketing in a supportive environment