

Job Description

Title:	Senior Content Marketing Lead
Location:	Dublin, Ireland
Reporting to:	Head of Marketing
Contract Type:	Full time & Permanent

Cantor Fitzgerald

Cantor Fitzgerald Ireland is part of leading global financial services firm Cantor Fitzgerald. Cantor Fitzgerald has offices and trading desks in all major financial service centres throughout the world. We specialise in equities, Investment Banking, Real Estate, Fixed Income and Currencies. Cantor Fitzgerald's affiliate businesses include: BGC Group Inc. (BGC), Newmark (NMRK), and GFI Group (GFI). Cantor Fitzgerald Ireland provides a full suite of investment services, primarily wealth management, fund management, debt capital markets and corporate finance.

We are currently seeking a **Senior Content Marketing Lead** to join our dynamic team in Dublin. This is a pivotal role for a creative and strategic marketing professional who will shape and execute our content marketing strategy to drive brand awareness, engagement and lead generation.

Role Summary:

The **Senior Content Marketing Lead** will be responsible for developing and executing a comprehensive content marketing strategy that aligns with Cantor Fitzgerald Ireland's business objectives. This includes creating high-quality, engaging content across multiple platforms to increase brand visibility, generate leads and foster deeper customer engagement. You will collaborate cross-functionally within the organisation and manage a diverse portfolio of content, ensuring all outputs reflect our brand values and resonate with our target audience.

Responsibilities

- Develop and execute a comprehensive content marketing strategy that supports business objectives, focusing on increasing brand awareness, generating leads and driving customer engagement.
- Oversee the creation of high-quality, engaging, and relevant content across various platforms including blog posts, white papers, case studies, infographics, videos, podcasts, and social media, ensuring all content is optimised for SEO.
- Manage an editorial calendar that supports key marketing initiatives, product launches and campaigns, ensuring timely delivery of content.
- Track and analyse content performance using tools like Google Analytics, Google Tag Manager, and SEMrush. Use data-driven insights to refine strategy and optimise KPIs such as organic traffic, engagement and conversions.
- Create thought leadership pieces that position Cantor Fitzgerald Ireland as an industry leader. Collaborate with subject matter experts to develop insightful articles, interviews and reports.
- Maximise content reach through comprehensive distribution strategies across owned, earned and paid media channels.
- Safeguard and elevate the company's brand identity through consistent messaging across all marketing channels.

- Provide support to the wider marketing team for integrated campaigns, client events, webinars, and additional marketing initiatives.

Requirements:

- Minimum of 5 years content marketing experience, ideally within the financial services sector.
- Proven ability to develop and implement successful content strategies that drive measurable results.
- Third level degree in Journalism, Marketing, Communications or related field.
- Experience with content management systems (e.g. WordPress), email marketing platforms, and social media management tools.
- Strong analytical skills with experience using performance tracking tools (e.g. Google Analytics, Google Tag Manager, SEMrush).
- Experience with video production and podcasting is a plus.
- Experience with paid content distribution (e.g. native advertising, sponsored content).
- Familiarity with basic design tools such as Canva or Adobe Creative Suite.
- Strong project management skills, with the ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Demonstrated ability to collaborate effectively with cross-functional teams and key stakeholders.
- Fluent in English with excellent communication, presentation, and interpersonal skills.

Qualified applicants may apply by sending their CV via the below linke

[Senior Content Marketing Lead - Cantor Fitzgerald/BGC Careers \(oraclecloud.com\)](https://oraclecloud.com/careers/cantor-fitzgerald)