



Content Marketing Manager Ethos Systems

About us:

Founded in 2019, Ethos is the first Human Readiness Platform that combines learning, performance, and outcomes in one unified platform. Our platform delivers modernized training, real-time readiness dashboards, and AI-driven personalization - all built for enterprise-scale deployment across both commercial and classified networks. A trusted mission partner to the most demanding customers in the world, Ethos serves over 150 enterprise customers across the U.S. military, life sciences, manufacturing, supply chain, and professional sports industries.

About the Role

We are seeking a high-impact Content Marketing Manager to own Ethos' brand awareness and thought leadership content—from strategy to creation to distribution—across all formats and channels. This role requires a deep understanding of industry trends, audience needs, and the ability to create compelling narratives around complex technology solutions for government and enterprise buyers.

Key Responsibilities

- Brand Awareness: Work closely with the Head of Marketing, Product Marketing, and cross-functional teams to develop a content strategy that supports overall brand and GTM priorities.
- Content Calendar: Own and manage the team's editorial calendar, aligning content development and publication with key deadlines, product launches, and growth campaigns.
- Thought Leadership: Maximize visibility of customer champions, data-driven case studies, and internal and external subject matter experts.
- Content creation: Write and edit white papers, blogs, social media posts etc., as well as supporting materials for speaking sessions, webinars, and podcasts.
- Organic Social: Lead full cycle social media efforts through strategy, content generation, publishing, and monitoring success metrics.

Basic Qualifications:

- Bachelor's degree or equivalent work experience; advanced degree a plus.
- 5+ years of experience in B2G and/or B2B content marketing, copywriting, or communications roles.
- Must demonstrate understanding of government customers, their concerns, and the unique requirements in writing for a public sector audience.

- Strong writing and storytelling skills, with an ability to tailor content for different stages of the funnel.
- Familiarity with the SaaS industry and marketing AI tools is a plus.
- Comfortable working with AI content tools (e.g., ChatGPT, Claude, Jasper, Writer) as part of your workflow.
- Ability to manage multiple deadlines and produce content quickly without sacrificing quality.
- Knowledge of SEO principles, digital marketing best practices, and content management systems.

Compensation & Benefits

As a mission-driven start-up, Ethos seeks to compensate employees competitively while providing significant upside with equity. Benefits include subsidized health insurance (Medical+Vision+Dental included), 401k, life insurance, and cell phone stipend.

Range: \$110,000-\$140,000 annual base salary.

A Note on What We're Looking For:

Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. At Ethos, we are dedicated to building a diverse, inclusive, and authentic workplace, so if you're excited about this role but your experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles.

Interested applicants can email a cover letter and resume to marketing-careers@ethosystems.com.