

Content Lead - Part-Time Contractor

Content marketing in 2025 is not just about writing blog posts. While [Campfire Labs](#) has built a strong reputation for creating long-form written content, we've expanded our services to include multimedia content marketing, design, event-based content (webinars, decks, spin-offs), and short-form social video.

In this contractor role, you'll independently manage a portfolio of B2B SaaS customers while helping us scale our content marketing services beyond traditional written content into multimedia and strategic initiatives.

We're looking for content leaders who don't just care about beautiful prose and style, but think holistically about how content can support a company's growth. In this role, you'll help our customers come up with strategies to make sure the content we produce reaches as many people as possible and drives revenue.

This is a part-time contractor role.

About This Role

As a PT Content Lead at Campfire Labs, you'll wear multiple hats—account manager, project manager, content strategist, and editor.

You'll be responsible for managing relationships with approx 3 clients, ensuring high-quality, on-time delivery across all content initiatives while maintaining our reputation for excellence.

This is a part-time contractor position offering approximately 20 hours per week at \$4,500 USD per month, with the flexibility to work when and where you choose while maintaining overlapping availability for client calls during US business hours.

What You'll Do

Content Strategy & Editorial

- Help clients plan multi-channel content campaigns
- Provide strategic input on how content campaigns can reach the right buyers and drive revenue
- Review client briefs for clarity and scope alignment
- Edit drafts for quality, voice, tone, and strategic alignment
- Provide structural and conceptual feedback to writers, designers, and video producers
- Help writers understand and achieve our clients' vision across various content formats

Account Management

- Host weekly 30-minute sync calls with assigned clients
- Send agendas and follow up on action items
- Answer client questions via Slack and email
- Monitor and communicate credit allocations
- Identify upsell and expansion opportunities
- Guide clients through our content strategy process

Project Management & Operations

- Manage projects using ClickUp (onboarding provided)
- Assign work to writers and creators
- Communicate deadlines and coordinate deliveries
- Schedule SME interviews and coordinate with subject matter experts
- Ensure on-time delivery and flag potential blockers
- Oversee editorial production standards across content types

Must-Haves

Editorial Management Experience: You've managed B2B SaaS content production before, either in-house or at an agency. You know how to work with creatives to produce great content at scale.

Strong Understanding of SaaS Growth: You've worked alongside sales, demand, and growth teams on full-stack marketing campaigns. You understand what works and what doesn't, and know how to use content as a growth lever.

Content Repurposing Expertise: You know how to turn a strong content asset into zero-click social content, short-form videos designed to reach large audiences, podcasts, webinar talk tracks, and other formats to maximize reach.

Excellent Communication Skills: You know how to write a great email and lead calls with multiple stakeholders. Written and verbal communication are your core strengths.

Organization & Project Management: You've managed projects using tools like ClickUp, Asana, Airtable, or Notion. You care about organization and know how to meet deadlines consistently.

Proactive Mindset: You suggest improvements that benefit both the business and our customers. You see opportunities and act on them.

Low Drama, High Performance: You're focused on results, you're collaborative, and you avoid workplace drama. You're intellectually curious about business and marketing.

Nice-to-Haves

Marketing Nerd: You read Kevin Indig, Emily Kramer, Amanda Natividad, and other industry thought leaders. You stay current with marketing trends and best practices.

Narrative Writing & Editing: You've written and edited narrative non-fiction on a marketing team or in a newsroom. You know how to tell a great story and help others do the same.

Growth Mindset: You're always growing as an individual and are excited to help us grow our business.

Business Curiosity: You read publications like The Economist or Financial Times and have intellectual curiosity around business (not just marketing tactics).

What Success Looks Like

- **Quality Content Delivery:** All assigned content meets Campfire's high editorial standards and client expectations
- **Client Satisfaction:** Strong relationships with assigned clients, evidenced by renewals and expansions
- **Operational Excellence:** Projects delivered on time with clear communication throughout
- **Strategic Impact:** Contributions to our clients' GTM strategy and growth
- **Team Integration:** Seamless collaboration with Campfire team members and freelance network

Compensation & Benefits

- **Contractor Rate:** \$4,500 USD per month for approximately 20 hours per week
- **Flexible Schedule:** Work when and where you choose, with availability for scheduled client calls in US timezones
- **Team Integration:** Full inclusion in team communications
- **Professional Development:** Access to industry resources and potential for role extension/expansion
- **Supportive Environment:** You'll be part of a team that celebrates wins and supports through challenges

Why Join Campfire Labs?

We're a small but mighty team passionate about delivering the very best content and customer experience. Our clients include fast-growing B2B SaaS companies, and we pride ourselves on creating content that actually drives revenue—not just engagement metrics.

This role is perfect for someone who wants:

- **Meaningful work** with impact on client success
- **Flexibility** to balance work with other priorities (perfect for new parents or those seeking work-life integration)

- **Growth opportunities** as we scale the business
- **Quality over quantity** approach to content and clients

How to Apply

We're looking to fill this position quickly through our network first. If you're interested or know someone who would be perfect for this role, please reach out to our CEO Cassie on cassandra@campfirelabs.co with:

- Your relevant experience in B2B content marketing
- Examples of content campaigns you've managed
- Your availability and interest in the contractor structure
- References from previous clients or employers

We're particularly interested in hearing from former Campfire writers, alumni from agencies with similar positioning, or recommendations from our existing network.



Campfire Labs is committed to building a diverse, inclusive team. We welcome applications from all qualified candidates regardless of race, gender, religion, sexual orientation, or background.