



Content Growth Marketer

Location

Toronto

Employment Type

Full time

Location Type

Hybrid

Department

Marketing

Compensation

Toronto

L2 CA\$99K – CA\$110K • Offers Equity

Toronto

L3 CA\$117K – CA\$130K • Offers Equity

Check the [public salary and equity calculator](#) to get the numbers tailored to your level and location.

Our calculator maintains fairness and pay equity within the organization, and you can [find more info on how we calculate salaries here](#).

OverviewApplication

We believe conversations will become the #1 way to shop.

At Gorgias, we're building the platform that makes this real: a unified AI agent that sells, supports, and re-engages customers across the entire journey. Conversational Commerce is the future of ecommerce, and we're leading that shift.

Our mission is to turn every interaction between a brand and its customers into a relationship: personal, seamless, and intelligent. By combining deep product expertise with the latest in AI, we're making shopping feel more natural, human, and connected than ever before.

To win, we focus relentlessly on:

- **Quality:** conversations that feel authentic and on-brand.
- **Experience:** effortless shopping from chat to checkout.
- **Re-engagement:** personal, 1-1 dialogue instead of noisy marketing.

The opportunity is massive. As AI reshapes how people buy, Gorgias is building the foundation for the next decade of ecommerce, where every brand has its own intelligent agent and every customer feels understood.

Join us to make Conversational Commerce real.

Overview

Content is changing. In the age of AI, everyone can produce content, so most of it blends together. This role exists to cut through that overload: to create content that stands out, and to get it in front of the right people across many channels.

We are hiring a Content Growth Marketer who gets creative with content and uses AI and technical skill to make things that are genuinely worth attention. You should have a strong point of view on how to win across SEO, AEO, and emerging AI workflows (AI ops and tools such as Profound and AirOps), and the instinct to place ideas where the next attention is.

You will not just make content, you will distribute it. You will own social as a channel, and partner with publishers and other partners to amplify the work far beyond our own domain. Technical SEO and schema knowledge is a strong nice-to-have, not a gate: we care most about creative range, judgment, and results.

What You Will Own

- Turning content into a scalable, structured system instead of one-off assets
- Ensuring content is indexable, retrievable, and quotable by AI systems
- Bringing a creative, systems-level approach to content
- Bridging collaboration between DG and GTM
- Owning our AirOps + Profound stack end-to-end (AEO measurement, prompt sets, page-AEO scoring)
- Owning social as a channel end-to-end
- Distributing and amplifying content across channels, publishers, and partners

Three north-star metrics you'll own from day one:

1. Pipeline \$ influenced by content
2. Total traffic growth, including AI-driven traffic
3. Share of Voice across AI answer engines, plus reach from social and partner amplification

(1) Content Strategy & Creative

- Bring original, creative ideas that stand out in a crowded, AI-saturated feed
- Partner with content and product marketing teams to create high-performing, intent-driven content
- Build topic clusters and authority around key themes
- Optimize existing content for both ranking and answer inclusion
- Define guidelines for AI-friendly, citation-worthy content

(2) Answer Engine Optimization (AEO)

- Track and optimize against our 500-prompt AEO measurement set (Profound + AirOps)
- Drive primary KPIs: mention rate, Share of Voice, citation rate, first-mention rate, prompt sentiment
- Maintain Gorgias's ecommerce moat vs Zendesk on tracked topics; close gaps on generic support
- Drive citation diversification on off-domain surfaces AI engines pull from
- Optimize content for AI-powered search experiences (ChatGPT, Claude, Google SGE, Perplexity) using AirOps and Profound
- Structure content to be easily extractable for featured snippets, knowledge panels, and AI summaries
- Develop strategies for entity-based SEO and semantic search
- Implement and refine structured data (FAQ, HowTo, Product, etc.)
- Monitor brand visibility in AI-generated answers and zero-click environments

(3) Search Engine Optimization (SEO)

- Own and execute on-page, off-page, and technical SEO strategies
- Implement LLM-ready markup beyond FAQ/HowTo: Article, Speakable, Dataset, ClaimReview, sameAs, Person/Organization with knowsAbout
- Operate programmatic SEO at scale (comparison/integration pages)
- Build internal linking automation
- Conduct keyword research, search intent analysis, and competitive audits
- Optimize site architecture, internal linking, and crawlability
- Monitor rankings, traffic, and conversions using tools like GSC, GA4, Ahrefs, or SEMrush
- Partner with engineering to implement technical improvements (Core Web Vitals, schema, indexing)

(4) Distribution, Social & Partnerships

- Own social as a channel: strategy, creative, and posting cadence
- Distribute every flagship asset across the channels where the audience actually is
- Build and manage relationships with publishers and partners to amplify and co-create content
- Secure off-domain placements and citations that AI engines pull from
- Turn one piece of content into many formats and cuts for different channels

(5) Analytics & Experimentation

- Operate against the existing KPI framework: AEO pipeline, mention rate, Share of Voice, prompt sentiment, citation rate, page-AEO score, and \$ pipeline
- Run experiments on content formats, schema, and AI visibility tactics

- Report on performance and provide actionable insights

Requirements

Mandatory:

- 3–6+ years in content, organic growth, or search marketing
- A portfolio of creative content or campaigns you can walk us through, including at least one SEO/AEO project you owned end-to-end and its revenue impact (hacky, builder mentality)
- Genuine creative range: original ideas, sharp writing, a point of view on what earns attention
- Data-oriented, builder, revenue-focused on top of strong content quality
- Experience optimizing for AI assistants or LLM-driven platforms, or a demonstrated instinct for how they surface content
- Excellent collaboration skills across content, product, and engineering teams

Nice to have:

- Hands-on AirOps/Profound (or equivalent) experience
- Strong understanding of technical SEO (crawlability, indexing, site performance)
- Experience with structured data and schema markup
- Familiarity with AI search ecosystems and zero-click search trends
- Experience with SEO tools (Ahrefs, SEMrush, Screaming Frog, GSC, GA4)
- Familiarity with programmatic SEO or automation workflows

Success Metrics

- Content-influenced pipeline
- Growth in organic and AI-driven traffic
- Share of Voice and citation rate across AI answer engines
- Reach and engagement from social, publishers, and partner amplification
- A body of creative, distinctive content that earns attention on its own

What You'll Work With

- AirOps (other AEO tools)
- PostHog
- BigQuery
- Cortex/Athena → Gorgias internal AI agent
- Metabase
- Social and content distribution tools

AI at Gorgias

At Gorgias, AI is a natural extension of how we work and build. Our teams use it every day to research,

write, analyze, code, and craft better customer experiences. Everyone has access to premium AI tools (ChatGPT, Claude, Granola & others) and an annual L&D budget to explore new ones.

The real magic happens when we share what we learn. Our #powerup Slack channel is a digital petri dish of new tools and workflows, and each team has AI champions who showcase fresh ideas during weekly company-wide standups, now practically AI demo sessions.

We see AI not as a replacement for creativity or empathy, but as a multiplier, helping us move faster, think deeper, and serve customers better.

AI use in Recruiting at Gorgias

By submitting your application, you agree that Gorgias may collect and process your personal data for recruiting, workforce planning, and related purposes. For more information about how we process your data and your rights, please refer to our [Applicant Privacy Policy](#).

Diversity & Inclusion at Gorgias

We’re committed to creating an inclusive environment where everyone can thrive. We welcome applicants from all backgrounds, experiences, and perspectives because diverse teams drive innovation and better decision-making.

If you need accommodations during the application or interview process, please contact us at accommodation@gorgias.com.

Apply for this Job