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Job Description
Content Marketing Specialist

Position Summary: The Content Marketing Specialist is an integral part of the marketing team, supporting both marketing and product's content needs. Reports to the Director of Marketing.

Position Duties:

- Create, edit or repurpose weekly industry articles/content marketing materials that can be used to build brand awareness, position as a thought leader and generate leads
- Develop messaging for lead generation activities such as email marketing, web advertising and social media
- Create a minimum of two monthly organic content marketing resources to drive leads, subscribers and awareness, such as infographics, white papers, videos, etc.
- Repurpose content on website when relevant
- Help grow email and social subscriber base by providing educational and informational content that's aligned with their needs and interests
- Work with marketing team to manage projects and coordinate execution of content calendar, which will define topics and content to be published across specific digital channels
- Develop and edit product content, including help and error messaging
- Ensure a consistent voice and personality across marketing and product content

Position Qualifications:

- Bachelor's degree or equivalent experience in a related field (marketing, journalism, communications, business, etc.)
- 3-5 years of experience as a content creator or copywriter
- Strong writing experience mandatory with solid verbal/presentation skills
- Excellent knowledge of grammar, proofreading and editing
- Experience using an inbound marketing tool such as HubSpot or ActOn
- Past experience producing content for the web specifically, as well as channel-specific knowledge (blog, Facebook, Twitter, etc.)
- Past experience building audiences either online or offline
- A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions
- Ability to brainstorm ideas and see them through to detailed execution
- Experience with planning and supporting marketing campaigns
- General knowledge of the digital ecosystem, advertising technology platforms marketing automation systems, and ad formats
- Strong organizational and analytical skills and detail-orientation with ability to prioritize projects
- Ability to ensure a consistent style across product and marketing content
- Proficient in Microsoft Office programs and familiarity with Adobe Creative Suite (particularly Photoshop and InDesign).

Updated: 12/16/2016