



Job Description

Position Title	Department	Reports to
Content Manager	Marketing	VP; Marketing
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt	October 2020

POSITION SUMMARY

The ideal candidate will help us bring our corporate, product, and customer stories to life. You will work very closely with other marketing team members to write, edit, and proof external facing content, both written and video, internal messaging, training content to ensure brand consistency and adherence to tone and voice. We are looking for an individual that is a storyteller at heart, has proven experience creating impactful and powerful written content, and is looking to be a core part of the team that is defining and building an industry leading brand. You need to be a self-starter that can research any topic, uncover relevant and compelling insights, and create impactful content, develop POVs, and establish thought leadership. You have a deep sense of the marketing funnel, audiences, and personas and are able to create content that is personalized to the audience and results in high engagement and conversion.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Working with internal and external partners, develop and write content for all our audiences
- Edit content created by other teams to ensure compliance with our tone and voice and brand personality
- Create written and video content in simple and powerful language that is impactful and invokes an emotional response to take action
- Ensure brand adherence and consistency
- Expert at long-form thought leadership, storytelling, and short-form action-oriented copy with understanding for which forms are appropriate to brand and demand-generation goals
- Review, organize and map existing content to persona types, the sales funnel, and channels to identify content gaps
- Perform the research needed to develop the story, take a data-driven approach by testing to validate assumptions, and optimize copy for performance and growth
- Become an expert in our product and audiences to create meaningful and actionable content that resonates with our target personas
- Work closely and collaboratively with the design team to create compelling, creative, and impactful brand campaigns
- Create all types of content from blog posts, eBooks, video scripts, web pages, sales pitch decks, sales brochures and more

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- Experience developing content for manufacturing, services and emerging brands
- Strong research, writing and editing skills

- Strong critical, and creative-thinking skills; working knowledge and familiarity with analytical concepts and their use in optimizing content strategies
- Superior project management skills with a strong attention to detail
- Demonstrated ability to work independently with a minimum of supervision
- Strong communication and interpersonal skills
- Proven track record of success setting and achieving ambitious goals
- Knowledge of HubSpot, CMS (WordPress), social platforms, SEO, and PPC preferred
- Proficiency in Microsoft Office – Word / Excel / PowerPoint
- Bachelor's degree in communications, journalism, writing, English, or related areas
- 5+ years of proven history creating different types of content (written and video) (samples will be required)
- A writing style that is simple, powerful, and impactful
- A basic understanding of design thinking, user stories, and funnel-based story telling
- Expertise with audience engagement and research
- Experience with long and short forms of writing

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Reviewed with employee by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

Received and accepted by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

STARC Systems is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.