



Position Description

Title: Sales and Marketing Content Creator

Job Summary: This position is part of an emerging marketing field that is becoming a tactical necessity in order to bridge sales and marketing departments in terms of content creation, messaging, deliverables and distribution. This hybrid position reports directly to the Brand Architect and requires a strong, overall marketing foundation paired with exceptional creativity, organization and time management skills in order to develop and distribute compelling and unique content efficiently.

The Sales and Marketing Content Creator requires an innate ability to understand the needs of the sales department in order to efficiently produce creative and inspiring content utilizing various core marketing disciplines including but not limited to copywriting, graphic design, web design and social media. As a content creator, the ideal candidate is a self-starter, has a keen eye for aesthetics and an understanding of current design trends, and is responsible for creating, reviewing and editing content that will be published and distributed publicly.

These personable, outgoing marketers are effective communicators who act as a liaison between both departments. While they need to be able to work independently, they know the importance of effective collaboration to create unique and eye-catching content efficiently and accurately.

The team member is expected to work from a home office environment with access to high speed internet for video conferencing and reliable communications. It is expected that the team member is able to conduct interactions in a professional manner. The team member must be self-disciplined and able to work with minimal supervision to meet deliverables and targets.

Responsibilities & Duties:

Tactical Responsibilities

- Create, review, edit and publish unique and inspiring marketing content on a steady cadence and as the need arises
- Collaborate with the sales team to understand their needs
- Create and administer effective and extensive email campaigns and outreach plans
- Manage and maintain engagement and advocacy programs
- Develop a testimonial and/or customer loyalty program /database
- Manage annual/biannual/quarterly customer satisfaction surveys to drive change throughout the organization
- Develop a customer lifecycle campaign program and work with marketing operations to implement

Strategic Responsibilities

- Create customer persona profiles and lead customer lifecycle mapping activities internally
- Connecting with customers (or support sales/business development) to ensure continued education and success throughout the relationship lifecycle
- Identifying key customers that can act as a marketing channel through case studies, speaking opportunities, etc.
- Help marketing and sales meet their business objectives through planned initiatives and projects

Other responsibilities as assigned.

Knowledge and Previous Experience

- Bachelor's degree with emphasis on communications, marketing, and/or business
- Previous Customer Service, Customer Success, or Account Management experience
- Technical knowledge of the latest digital marketing tools and channels, including Customer Relationship Management platforms and marketing automation platforms
- Experience creating and executing marketing campaigns and programs that drive customer engagement and advocacy
- Ability to write effective copy, graphic design capabilities and social media marketing are necessities; web design capability is a plus
- Familiarity with B2B marketing, lead generation, and sales processes

Personal Qualities

- Comfortable and thrives in both marketing and sales environments
- Enjoys working within an agile and small team
- Strong passion for serving and understanding customers
- Interpersonal skills to help them nurture customer relationships and work with cross-functional teams
- Incredibly creative marketing and communication skills
- Analytical skills to determine marketing effectiveness and ROI of customer engagement efforts
- Is a self-starter who can initiate projects and tasks with minimal direction