

JOB DESCRIPTION

TITLE: Content Writer

REPORTS TO: Marketing Manager

THE ROLE

The Content Writer is responsible for being the voice of PDi. You have a passion for creative writing on multiple marketing platforms to draw attention to our brand, to capture a visitor's attention enough that they convert, and to nurture them to eventually speak with our sales team.

This is accomplished by focusing most of your writing toward top-of-funnel marketing content, such as educational and topical blogs and website pages. You will be crafting email nurture campaigns and filling in content needs throughout the customer journey.

- Typically, you will have a major campaign once per quarter, regular blog writing 2-3 times per week, weekly email campaigns, and promotional copy to write monthly.
- Write content for digital and non-digital channels.
- Write for the company website, including blog posts, landing pages, campaign pieces, whitepapers, promotional copy, website pages, email nurturing & email promotions, storytelling social posts, and internal communications.
- Apply SEO research and develop core campaign pieces once per quarter that includes all content components for a full conversion path. This includes campaign offer, landing page, thank-you page, thank-you email, workflow nurturing emails, promotional copy for social and ads, and any other assets needed for the campaign.
- You will work closely and collaboratively with the marketing team to execute SEO strategy to increase organic search visitors.
- Remote friendly company

WHY PDi

The people at PDi are passionate about what we do every day to improve the patient experience and the customer experience. We are a family-owned, US manufacturer. We design, build, and service system solutions for patient entertainment and information. We are growing our marketing team to focus on digital B:B marketing in the healthcare industry. We do what is right and trust our employees to get their jobs done well. Our culture extends to you a professional yet friendly workplace, with emphasis on work-life balance.

RESPONSIBILITIES

- Maintain brand consistency and voice throughout all channels.
- Develop a deep understanding of 5 target personas, able to write to each one with segmented and personalized content.
- Write, edit, publish, and share content that builds meaningful connections and generates leads
- Write regular blog posts to keep company timely and relevant for the target audience, 2-3/wk.
- Plan / develop quarterly campaigns that include all content components for a full conversion

- Assist with email marketing content and implementation of campaigns in Hubspot workflows
- Own social platform pages, content, promotion, and optimization
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, storytelling, and audience identification.
- Establish engagement pods with various stakeholders to promote our content
- Support product launches with engaging content
- Collaborate with other departments (inside sales, product management, etc.) to manage reputation, identify key players and coordinate actions
- Work with manager to create and update editorial calendars
- Develop content for Intranet and other internal communication tools
- Training and professional development to keep skills updated once per month

QUALIFICATIONS

- 2+ years of relevant experience in creative writing for content marketing
- Excellent writing, editing, presentation and open communication skills
- Strong portfolio to demonstrate writing skills
- Proven social media network experience and knowledge of social analytics tools
- Positive attitude, detail oriented with good multitasking and organizational ability
- Strong understanding of search engine demands and optimization
- SEO experience a plus
- Collaborative mentality, critical thinker, and problem-solving skills
- Bachelor's Degree in Communications, Marketing, English, Business, Journalism, or similar
- Experience in Microsoft Office and basic computer skills
- Hubspot CRM experience a plus
- Small business experience a plus