

Job title:	Digital Marketing Copywriter/Content Creator
Department:	Marketing
Location:	Calgary, Canada
Reports to:	Director, Marketing

JOB DESCRIPTION

WHAT WE'RE LOOKING FOR

Network Innovations is looking to add a Digital Marketing Copywriter/Content Creator to our team. As a member of the Marketing team, you will work with our Marketing and Sales teams globally, as well as our ecosystem of agencies and partners to execute against our go-to-market strategy.

As a copywriter, you are a storyteller whose passion is for creatively articulating the stories of our customers and staff, and ultimately bringing our digital voice to life. You will own our blog channel and move our thought leadership initiatives forward through the education and enablement of our target audience. You will contribute content in a variety of forms from website writing, blog writing, product launch campaigns, video scripting, direct email copywriting, and more.

Our ideal candidate has a passion for storytelling and a deep understanding of marketing tactics and operations. You are creative and think outside the box but thrive in the details. You have great interviewing and listening skills, and don't shy away from digging deep with your research. Being a people person, you value nurturing relationships inside and outside the company and are flexible, agile and work well with change.

WHAT YOU'LL DO

- Craft messaging for a variety of channels, including but not limited to, website, video, email, social media, blog, and print
- Work collaboratively on compelling brand stories and creating copy that helps shape a consistent brand experience across all channels
- Propose copy concepts and present underlying strategic thinking
- Work with our partners to strategically leverage their existing content as well create new assets
- Optimize copy for SEO
- Work with our social media expert to coordinate messaging across platforms as well as develop new social media campaigns
- Work with internal and external resources on the production of print and digital sales and marketing materials, including but not limited to brochures, collateral, advertisements, and signage
- Share our clients' experiences by working with them and our account managers to create testimonials and case studies for web, print, and video

- Create various client communications like newsletters, drip emails etc.
- Assist in market research activities and provide actionable insights on trends, innovations, and competitive landscape to inform future approaches
- Maintain high standards of copywriting and exercise quality control
- Work on multiple projects simultaneously

WHAT YOU'LL NEED

- Post-secondary education in Marketing or Communications
- Minimum 2-3 years' experience in marketing and/or communications, technology industry experience considered an asset
- Proven experience in B2B storytelling
- Proven experience and understanding of marketing tactics and operations
- Experience working in a high demand, multi-tasking environment working with multiple teams and people
- Exceptional organization skills and the ability to work on multiple projects simultaneously
- Experience in producing copy for digital and traditional marketing channels
- Knowledge of core SEO principles preferred
- Experience with WordPress, HubSpot and Adobe Creative Suite considered an asset
- Exceptional writing skills, including the ability to write in a range of voices and styles for varied projects with diverse audiences
- Demonstrated communication skills and a meticulous eye for detail

WHO YOU ARE

- Positive: you are enthusiastic about what you do and open minded about how to do it
- Proactive: you don't wait to be asked, you're eager to jump right in
- Personable: you have a collaborative personality that is able to build and maintain relationships throughout the company and our greater partner and client network
- Adventurous: when there isn't a clear path you are ready to find one
- Agile: you are comfortable working in a fast paced environment with a can-do attitude
- Flexible: if you get a curve ball, you can still hit a homer
- Adaptable, resilient, and able to thrive in ambiguity: things change fast around here, so can you
- Self-motivated: you are an action oriented, self- starter with the ability to work independently and as part of a team
- Persuasive: you hone the ability to influence without authority
- Humble: you're willing to get your hands dirty and you're open to feedback
- Scrappy: you're ready to push the envelope to be respectfully disruptive and innovative
- Gritty: you are tenacious in your field and bold in your approach
- Curious: you are intellectually curious with a hunger to learn
- Genuine: you bring your true self to work and enjoy connecting with others

Direct reports:

- None

Working conditions:

The position is based in a professional office working a 40-hour week with overtime, weekend and evening hours as required to support special project/event activities. The position requires occasions in the field working outdoors and at third party locations. The position regularly requires the use of standard office equipment, specialty digital imaging/video equipment, custom software/systems, and the need to learn new technologies.

Physical requirements:

An ability to travel in the U.S., Canada, and abroad. Sitting and using a computer for extended periods of time.

Disclaimer Statement: This job description lists the essential functions of the position and is not intended to include every job duty and responsibility specific to a position. An employee may be required to perform other related duties not listed above provided that such duties are characteristic of that classification.