

# JOIN OUR TEAM



MobileDemand is a technology leader in rugged tablets, mobile computing solutions, and integrated productivity tools - committed to bringing increased functionality and capabilities to the mobile workforce. As a fast-growing, quickly expanding company, we are looking for exceptional team members to help drive the future of mobile productivity.

<b>JOB TITLE</b>	Senior Content Writer
<b>DEPARTMENT</b>	Marketing
<b>REPORTS TO</b>	Director of Marketing
<b>PURPOSE</b>	<p>We are looking to hire an experienced Senior Content Writer to create content for blogs, articles, product descriptions, social media, case studies, white papers, emails, campaigns, video scripts, webinars, podcasts, and the company website. The Content Writer's responsibilities include evaluating analytics to adjust content as needed, regularly updating the company's website content, and managing effective key messaging throughout all campaigns and platforms. You should also be able to follow editorial guidelines when creating content.</p> <p>To be successful as a Content Writer, you should keep abreast of the latest SEO techniques. Ultimately, a top-performing Content Writer should be able to contribute to the development of strategies that will increase target audience engagement and conversion.</p>
<b>RESPONSIBILITIES</b>	<ul style="list-style-type: none"><li>• Conduct in-depth research on industry-related topics and trends in order to develop original content</li><li>• Develop creative and engaging content for blogs, articles, product descriptions, social media, case studies, white papers, emails, various campaigns, video scripts, webinars, podcasts, and the company website</li><li>• Assist the marketing team in developing content for strategic campaigns</li><li>• Proofread content for errors and inconsistencies</li><li>• Edit and polish existing content to improve effectiveness</li><li>• Conduct keyword research and use SEO best practices to increase traffic to the company website</li><li>• Create compelling headlines and body copy that will capture the attention of the target audience</li><li>• Identify evolving customer needs and recommend new content to address gaps in the company's current content</li></ul>
<b>REQUIRED SKILLS &amp; EXPERIENCE</b>	<ul style="list-style-type: none"><li>• Bachelor's degree in Communications, Marketing, English, Journalism, or related field</li><li>• Proven content writing or copywriting experience in marketing applications</li><li>• Working knowledge of content management systems</li><li>• Proficient in Microsoft Office 365</li><li>• A portfolio of published, original work</li><li>• Superior creative writing and editing skills</li><li>• The ability to work in a fast-paced environment with shifting priorities</li><li>• The ability to effectively handle multiple projects concurrently</li><li>• Advanced communication skills</li></ul>
<b>COMPENSATION</b>	<ul style="list-style-type: none"><li>• Salary plus incentive compensation in line with experience / qualifications</li><li>• Paid vacation and holidays</li><li>• Company 401k program</li><li>• Company health, dental and vision plan</li><li>• Company life insurance and short/long term disability</li></ul>