

# Senior Specialist, Content Marketing

## POSITION SUMMARY

The Senior Specialist, Content Marketing will be part of the team responsible for the overall execution of a successful content strategy. This role supports Calabrio's content marketing efforts by developing, maintaining, publishing and tracking content that attracts prospective customers and keeps them moving through the sales funnel. The Senior Specialist, Content Marketing understands how to create compelling content that works across a wide variety of channels, and can optimize and repurpose that content to drive efficiency and improve performance. The ideal candidate is a strong B2B writer and marketer. Applicants must submit a writing sample to be considered for this role.

## CORE EXPECTATIONS

- Produce fresh, compelling content that evokes emotion and clearly demonstrates how Calabrio solves problems for customers
- Maintain editorial oversight of blogs, case studies, ebooks, white papers, infographics, presentations and product literature for use across channels and personae
- Coordinate with outside contractors on the creation of content and marketing materials
- Edit marketing content for grammar, punctuation, tone, messaging and voice
- Work with other team members to ensure effective content distribution across channels—website, content syndication, digital marketing, social media, print, etc.
- Post and socialize new content with marketing, product marketing, partner marketing and sales
- Maintain content library and categorize content for easy access by internal and external audiences
- Manage the archiving of content assets
- Support customer communications, demand generation, award submissions, analyst reports and other marketing activities as needed

## CORE COMPETENCIES

- Outstanding written communication skills with published content both online and traditional media
- Ability to handle a variety of assignments simultaneously, sometimes under a tight deadline
- High attention to detail and focus on quality output
- Must exhibit a curious, positive, team-oriented and enthusiastic approach
- Adaptive, effective communication and interpersonal skills with those of diverse organizational levels and backgrounds
- Ability to work independently and as part of a team, including with key stakeholders from other departments
- Ability to thrive in a fast-paced, multitasking environment and adjust priorities on the fly

## EDUCATION/EXPERIENCE

- Bachelor's degree required
- 2+ years of B2B marketing experience with a background in writing, copy editing or copywriting
- Understanding of search engine optimization (SEO) and demand generation principles
- WordPress experience required
- MS Office skills required
- Social media savvy

- Graphic programs such as Photoshop, Illustrator, InDesign or similar a plus

### MENTAL/PHYSICAL REQUIREMENTS

- Ability to sit for long periods of time depending on your position and/or getting up and down through your work shift
- Frequent alpha/numeric keyboarding
- Ability to view computer for long period of time

### WORKING RELATIONSHIPS

- Report to the Manager, Content & Customer Marketing
- Work closely with the demand generation team, content marketing team, product and partner marketing, and other employees and departments within the company
- Some direct work with prospective customers, customers and partners

### COMPANY POLICY/PROCEDURES COMPLIANCE

Follow all company policies and procedures as well as local, state and federal laws concerning employment to include, but not limited to: I-9 information, EEOC, Civil Rights and ADA.

### BENEFITS

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision and 401k benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture. To learn more about our company please visit: [www.calabrio.com](http://www.calabrio.com).

To apply to this career opportunity, please email your resume to [recruiting@calabrio.com](mailto:recruiting@calabrio.com)

### ABOUT CALABRIO

Calabrio is a customer engagement software company that provides analytic insights that catalyze growth through customer service contact centers. The Calabrio ONE® software suite empowers everyone in an organization, from contact center agents to the CEO, with easy-to-use tools that provide a better understanding of the customer. Every customer interaction yields insights that expand customer-consciousness, which is how leading companies now drive growth and long-term corporate prosperity.

Calabrio solutions are built on an intuitive, web-based architecture that positions and accelerates the contact center as an epicenter for customer insight. A pioneer in its industry for more than two decades, Calabrio has been named "Leader" by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2015).

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