

# B2B MARKETING CONTENT WRITER

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Beyond Technologies is a professional service firm, specialized in SAP solution integration and business process optimization. We are currently looking for a marketing content writer to join our dynamic and growing team in Montreal, Quebec. If you're familiar with producing online content and have an eye for detail, we'd like to meet you.

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## Your tasks

- Deliver quality writing pieces that appeal to our audiences, attract customers and boost brand awareness
- Research industry-related topics (combining online sources, interviews and studies)
- Write clear marketing copy to promote our products/services
- Prepare well-structured drafts using Content Management Systems
- Proofread and edit articles and marketing content before publication
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Update website content as needed

## You have

- At least 8 years of proven work experience as a Content Writer, Copywriter or similar role
- 5 years of B2B experience in the IT industry
- Portfolio of published articles and marketing assets
- Experience doing research using multiple sources
- Familiarity with web publications
- Excellent writing, editing and proofreading skills in English and French
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Ability to meet tight deadlines
- BSc in Marketing, English, Communication, Journalism or related field