

Job description

B2B SaaS Content Specialist

About Contify

We are a team of analysts, engineers, data scientists and designers building powerful intelligence tools for business users. Contify is a 360 degree market intelligence platform that enables businesses to monitor competitors, customers, suppliers, and critical market variables against event triggers on an ongoing basis with unmatched precision and relevance.

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Role Summary

- Position: Content Specialist
 - Function/Team: Marketing Department
 - Location: Gurugram
 - Reporting to: Marketing Manager
 - Working Hours: 5 days a week. Should be flexible to work in start-up environment
 - Travel: No
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ABOUT THE TEAM:

Contify is a one-stop market and Competitive Intelligence Platform to track information on competitors, customers, and industry segments. It enables users to collect, curate, and share information across the organization. Intelligent (actionable) information is mined by searching and analyzing information from over 500,000 online sources including news, company websites, social media, reviews, discussion forums, job postings, regulatory portals, and more.

About the role:

RESPONSIBILITIES:

- Creative and collaborative senior content writer to create original, high quality, relevant content to engage, educate, and inspire B2B Tech CXO customers and prospects, that are Fortune 1000 companies in the US market. Our ideal candidate is an individual with exceptional writing skills, a strategic and research mindset, and a get-it-done attitude who is excited to take a deep dive into complex topics and bring them to life for B2B tech buyers. In this role, you will write compelling content, such as research reports, case studies, POVs, articles, white papers, and solution video scripts, and help to enhance Contify position as a Marketing and Competition intelligence industry thought leader.
- Write well researched high-quality content related to our solutions/services, and industry trends, including but not limited to the following: website and microsites, email campaigns/newsletters, thought leadership articles, CEO perspectives, customer success stories/case studies, infographics, video scripts, press releases, integrating charts, illustrations, and imagery where necessary, and ensuring a differentiated customer experience.
- Create world-class content assets that attract, nurture, and convert leads.
- Interview SMEs to gain industry-specific insights and craft well-structured, easy-to-read content that make complex topics digestible and understandable.
- Proofread, review, and edit all content for grammatical and technical accuracy prior to final delivery/publishing
- Conduct keyword research and use SEO to increase relevant website traffic. Incorporate SEO / SEM best practices into all written web content
- Own and manage the company content engine and ensure that our content ranks high on popular search engines
- Utilize industry best practices, identify customer needs and gaps
- Create and follow an editorial calendar and collaborate with other members of the marketing team to ensure timely delivery of materials
- Ensure strict adherence to the style guides, tone, and voice of the company

DESIRED SKILLS AND EXPERIENCE:

- Bachelor's degree or MBA
- 2-6 years of relevant experience
- Experience with POV pieces, reports, whitepapers, research papers, etc.
- Hands-on MS Office, comfortable working on Google sheets and docs
- Bonus: B2B SaaS industry experience

EDUCATION/PROFESSIONAL TRAINING :

Graduate/post graduate: Graduation or relevant degree

Language skills: English

HOW TO APPLY:

Send your updated resume to hr.ops@contify.com or give us a call at +91-9818070579