

Content Marketing Writer

Do you crave to craft masterful marketing content full of personality with clear, concise copy that sizzles? Are you passionate about writing content that speaks the buyer's language and the brand's story across all channels? Does your content drive results?

Do you want to come work with the single coolest marketing team in the world?

Pragmatic Institute—the world leader in product management, product marketing and data science training—is looking for a creative and enthusiastic content writer to join our spectacular marketing team.

Under the direction of the Content Marketing Manager, you'll write captivating copy for marketing projects for Pragmatic's product and data brands, ensuring it resonates with the audiences and ultimately moves the dial in driving revenue.

If working in a collaborative environment that believes in a work hard, play hard, eat hard mentality sounds appealing to you, send us your most impressive resume, a truly captivating cover letter and 3 samples of your masterful content marketing skills.

What You'll Do

As the content marketing strategist, you'll help drive organizational growth by developing and delivering a killer cross-channel content strategy.

Key Responsibilities:

- Produce marketing content that is persuasive and informative with actionable intelligence and insights
- Plan, write, edit, test and improve content across multiple platforms, including email, social and more
- Connect with industry thought leaders to leverage their expertise in a variety of forms
- Thrive in a fast-paced work environment with class and sass
- Contribute to the marketing think tank with fantastic new ideas to elevate our brand and products
- And more!

Skills and Qualifications

If this sounds like you, we want to know about it:

- Bachelor's degree in English, communications, marketing, journalism or related field
- Minimum 3 years of professional writing and social media experience, B2B preferred
- Or a qualifying combination of education and experience
- Exceptional writing and research skills
- Experience with email and social creation required
- Ability to work independently and with a team
- A strong opinion on the Oxford Comma

- Experience with PPC a plus
- Excellent organizational skills and a sense of humor
- Proficient in Word, Google Docs, social media management tools
- Design ability a plus

WHAT WE BRING TO THE TABLE:

Pragmatic Institute is the leading authority on product management, product marketing and data science. We train technology companies around the world how to build products people want to buy and how to market them effectively. We offer 18 PTO & sick days (in addition to the week between Christmas and New Year's off).