



Junior Marketing Writer

RESPONSIBILITIES

- Write and revise copy and headlines for a wide range of deliverables including Web sites, sales collateral, training and instruction, and product data sheets
- Organize marketing content in order to achieve maximum impact
- Work closely with senior writers, team leaders, client subject matter experts, and designers to achieve a high level of quality
- Use web-based content management tools to track and manage production of deliverables
- Help ensure the timeliness, completeness, correctness, and overall quality of content
- Contribute to weekly status meetings
- Learn and apply industry guidelines and standards and internal editorial guidelines and standards

TECHNICAL REQUIREMENTS

- Writing and content organization
- Editing for clarity and accuracy
- Ability to work with senior writers, SMEs and project leaders to understand a given subject and provide accurate content on that subject
- Ability to prioritize
- Experience with personal computers and tools such as word processing programs, e-mail, and Web browsers
- Basic knowledge of style manuals
- Ability to apply editorial guidelines and standards
- Knowledge of Web technology
- Marketing experience
- Experience with Lotus Smart Suite and Lotus Notes

IDEAL PROFILE

- Excellent English skills, both verbal and written
- Strong communication and teamwork skills
- Good writing skills
- Positive attitude
- Detail-oriented, flexible, and able to produce quality work and handle multiple tasks in a fast-paced, fast-changing environment to meet aggressive schedules