



Start in Excel. Stay in Excel.

## Content Writer Specialist

### Overview:

The Content Marketing Strategist will report to the Director of Marketing and collaborate with other teams, such as sales and development in order to increase our print and digital footprint, and create engaging and relevant content in areas such as web content, press releases, eBooks, and customer success stories. The successful candidate will ultimately help optimize content to assist with driving the increase in leads and opportunities.

### Responsibilities:

- Produce creative and compelling content across multiple vehicles, in long and short formats, such as abstracts, company and product descriptions, emails, blogs, white papers, printed collateral, advertising, website pages, video descriptions and social media in order to engage target audiences
- Write with specific message targeting and personas in mind in order to nurture leads and support sales
- Collaborate with other teams to understand product enhancements, positioning in different markets and key messaging across verticals and ERP platforms
- Gain full understanding of lead lifecycle process in order to identify areas where we can optimize content
- Monitor effectiveness of new and existing content and take the lead on coming up with solutions to improve our strategy, including various testing methods
- Review and edit existing content, and be prepared to modify where required
- Pinpoint gaps in content libraries and address them to enhance engagement with prospects
- Organize our library of written content, and establish process for making and handling requests, editing, dissemination and withdrawing content
- Identify internal, partner and customer guest content contributors
- Ensure content reflects our brand
- Be sure content goes through the appropriate review and approval channels

### Responsibilities:

- 3-5 years B2B/Software/Technology content experience
- Bachelor's degree in related field
- Excellent written and oral communication skills
- Talented and enthusiastic writer with portfolio of previous work samples
- Excellent organizational skills and attention to detail
- Ability to work on multiple projects simultaneously
- Ability and desire to work in a corporate setting



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### About Global Software, Inc.

Global Software, Inc. is the No.1 worldwide provider of Microsoft® Excel-based reporting and automation solutions to ERP systems including SAP®, Oracle®, JD Edwards®, among others. Global's tools enable spreadsheet users to gain live access to ERP data within Excel for secure financial and operational reporting, budgeting, and automated report delivery. The Reporting Suite is comprised of the flagship Spreadsheet Server, Distribution Manager, and Enterprise Budgeting. Founded in 1973, Global's tools are used in 50+ countries, and support over 5,000 customers and 500,000+ users with a 24/7/365 services and support infrastructure. In addition, Global's worldwide partner channel is comprised of over 120 member companies.