

Terryberry Careers

Senior Content Specialist



Terryberry

As our new Senior Content Specialist, you are an integrated marketing focused content creator who approaches your role with a customer centric point of view. As a specialist, you are focused on understanding the company vision and market landscape to develop content that is on voice and in line with Terryberry's content strategy. As a creator, you love developing compelling content and campaigns that impact all stages of the funnel. As a team member, you inspire your peers and help to make them successful. As a collaborator, you are excited to work with Terryberry's Marketing, Product & Technology, & Sales Teams to contribute your innovation mindset to help Terryberry execute its vision and achieve its future goals

About Terryberry

We are Terryberry, the recognition and engagement company that ignites employee success. While we have been in the business of employee recognition for +100 years, we are entering one of the most exciting times of our history as we transition to an employee engagement SaaS led organization. We are headquartered in Grand Rapids, MI; with locations throughout North American and the UK. Are you interested in joining a dynamic growth company which has a real purpose?

Email your resume to careers@terryberry.com

Responsibilities

- Own the development and delivery of integrated full-funnel content that is on brand and on strategy.
- Create compelling content that increases Terryberry brand awareness and drives customers along the sales funnel to choose Terryberry
- Produce high-quality resources, case studies, email marketing messages, sales materials, PR materials, and website landing pages
- Develop and execute successful email and social media campaigns
- Push the business to adopt better content creation practices through frequent testing of new content formats and distribution channels
- Be an owner of the Terryberry Brand, evolving brand messaging and brand standards
- Inspire your fellow Terryberry content marketing team members
- Be the eagle eyes of the content team, making sure all content meets the highest standards.

Skills and Experience

- Bachelor's Degree and +3 years' experience in marketing and/or content strategy + creation
- Customer mindset that seeks to understand what audiences consume and how to create it
- High level of experience in proof reading with the ability to catch and correct any grammatical, spelling, typographical or compositional errors
- Experience with Adobe Suite (InDesign, Photoshop, Editing PDFs), Wordpress, CMS (Wordpress preferred), and HTML
- Knowledge of current online tools and marketing trends, including SEO
- Strong time and project management, and collaboration skills
- Strong analytical, communication, and organizational skills
- UI/UX experience highly desired