

MARKETING WRITER

Prosci, the global leader in change management solutions, is seeking an experienced Marketing Writer to join our fast-growing team in Fort Collins, Colorado.

As Marketing Writer, you will be responsible for writing a variety of marketing materials, website content, and marketing campaign content, plus other company materials as needed. You will also have a role in proofreading and editing content. This position will report to the Content Marketing Strategist.

Responsibilities:

- Write marketing content targeted to various personas, for collateral such as solution overviews, information guides and data sheets
- Write dynamic, persuasive copy for the Prosci website
- Create engaging, user-friendly content for landing pages, social platforms and campaign emails
- Leverage information provided by subject-matter experts and customers to write stories for blogs, articles and case studies
- Turn existing content such as Prosci webinars and Prosci research into one or more marketing deliverables, such as blogs, eBooks and infographics
- Ensure all content aligns with current style, brand and messaging guidelines
- Provide proofreading and editing support within marketing and for other departments
- Manage writing projects efficiently from kickoff to final approval and distribution
- Develop and edit website and campaign content as needed in HubSpot
- Gain a solid understanding of the change management industry and Prosci change management programs, services, tools and methodologies
- Contribute to maintaining Prosci's position in the marketplace as the global leader in change management

Ideal Candidate Will Have:

- Exceptional writing skills, with specific experience writing B2B marketing materials that resonate with key audience groups
- Experience in marketing collateral development required
- Understanding of web writing and fostering a positive user experience through concise, relevant, user-friendly, engaging content
- Solid ability to turn ideas into compelling stories for blogs, articles, success stories, infographics and more
- Experience interviewing subject-matter experts to ensure marketing deliverables are on point and relevant to a particular audience
- Adept at research and assimilating information from a variety of sources for a single marketing piece
- Strong proofreader and editor with the ability to ensure consistent quality, voice and style
- Experience with social media platforms preferred
- Inbound marketing knowledge and HubSpot experience preferred
- Attention to detail plus strong organizational and project management skills
- Ability to function well in a fast-paced, dynamic environment with competing priorities
- A passion for marketing, with a collaborative spirit and the desire to work in a rapidly growing organization
- Experience in change management a plus

Education & Experience:

- BA/BS in business, marketing, communication, journalism or relevant field
- 5+ years as a B2B marketing content writer

The Environment:

- Unique culture where employees come first and work-life balance matters
- Modern "open" office space full of amenities
- Fully stocked kitchen with unlimited coffee, espresso and selected snacks
- Smart-casual dress code
- Company outings, happy hours, and more
- Coaching and performance management for personal and professional growth

Benefits:

- Competitive salary
- PPO health, dental and vision plan
- 15 days paid time off (increased to 20 days after 3 years)
- 7 paid holidays
- Flexible work environment

How to Apply

- Please send resume/CV with cover letter and marketing writing samples

About Prosci

Founded in 1994, Prosci is the global leader in change management and the choice for 80% of Fortune 100 companies. Prosci was recently recognized by Fortune Magazine as being one of the Top 20 Best Places to Work. To date, Prosci has trained and certified 45,000 change management practitioners worldwide. The company is headquartered in Fort Collins, Colorado, with offices in Halifax, Canada, and Sydney, Australia, and 27 Prosci Partners around the globe.