



B2B Content Marketing Specialist

The B2B Content Marketing Specialist works as the primary internal marketing team member, interfacing with leadership, sales, and the external agency team to help ensure defined goals and objectives are achieved.

Not everyone can be a B2B Content Marketing Specialist. To be seriously considered for this role, please have the following regarding:

- **Experience:** At least 3 years in a similar role with comparable goals and responsibilities (marketing for a B2B technical or engineering company, preferred)
- **Education:** Bachelor's degree in English, Marketing, Communications, Journalism, or related field
- **Skills:** You must be an excellent technical writer, someone who understands how to frame a message in a clear, concise, and compelling way. You must also understand the mechanics of an efficient, effective Marketing Automation campaign (HubSpot Software Suite experience, preferred).
- **Characteristics:** This is an autonomous position, so you should be self-sufficient and self-motivated. It's also a creative role, so you must be able to gracefully receive criticism and feedback about your work. You should also have strong organizational, multitasking and planning skills as well as a high commitment to excellent internal and external customer service.

About the Role:

Marketing:

- Serve as the internal Ball Systems lead on marketing, campaign and content plans
- Develop, oversee and execute a comprehensive marketing strategy for the company
- Execute content calendars across channels (blog, web, and, ungated and gated content) to ensure deadlines are met
- Maintain the company website
- Maintain the brand of Ball Systems
- Serve as lead writer/editor for all Ball Systems generated content. Work with engineering team to distill technical subjects into strategic written content.
- Strategically write and edit blog posts, case studies, white papers, social media posts
- Prepare monthly and quarterly reporting (website data and social media data)
- Manage, oversee and execute the strategy of all social media outlets (Facebook, Twitter, LinkedIn)
- Manage, oversee and execute the strategy for our trade shows

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Project Management:

- Demonstrate successful project management and execution of multiple campaigns and projects in parallel and within budget
- Manage and communicate all internal deadlines
- Manage overall marketing department budget
- Manage relationships and activities of the agency partner and third party service providers

Leadership:

- Comfortable speaking up and sharing opinions with company leaders, engineers, managers, and agency team
- Assertive yet professional with colleagues such as, engineers, managers, company leaders, etc. when they miss their marketing deadlines
- Excellent communication skills (presentation, Skype video, GoToMeeting, phone, email)
- Attend and contribute to Ball Systems meetings, representing the marketing function, informing colleagues on department plans, successes, and updates
- Work with a variety of teams including business leaders, engineering professionals, agency staff
- Assist in executing marketing process automation both within typical marketing tools (e.g., HubSpot, etc.), but also automating internal process (e.g., content development, etc.)
- Promote and advocate the culture of Ball Systems

Equal Opportunity Employer

Applicants **MUST** be US Citizens or **CURRENT** Green Card holders due to our military contracts. We cannot sponsor visas.

About Ball Systems

Ball Systems is a full-service test, automation, and custom engineering company offering a wide variety of solutions and services to a broad range of industries. We are committed to solving our customer's toughest technical and manufacturing challenges while simplifying the lives of the engineers we serve. We are headquartered in Westfield, IN on the north side of Indianapolis.

Ball Systems offers a positive, fun working environment for its employees. We strive to provide a relaxed atmosphere that promotes communication and cooperation between Ball Systems team members, offering professional and personal growth. Salary is commensurate with experience level. Ball Systems offers a comprehensive benefits package that includes: Health, Dental, and Vision insurance plans (Ball Systems pays a large portion of the employee's health care premium cost), Life insurance, 401(K) Savings Plan with matching, a defined profit-sharing program, paid vacation/holidays/sick time, flexible work schedule, excellent work environment, and strong growth potential.



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