



EMPLOYEE POSITION DESCRIPTION

POSITION TITLE: Content Development Specialist	DEPARTMENT: Marketing Communications
REPORTS TO: Director, Marketing Communications	LOCATION: Norwood, MA
HOURS: 9:00 AM – 5:30 PM	EMPLOYMENT STATUS: FT / PT / CONTRACTOR

COMPANY OVERVIEW

Founded in 1980, **HMI Performance Incentives** is a global leader in designing and implementing effective incentive strategies. We specialize in partnering with manufacturers and distributors in the building supply, HVAC, automotive aftermarket, and high tech industries to create programs that increase sales and market share, accelerate customers' purchase frequency, strengthen brand loyalty, support product launches, differentiate channel strategies, and drive customer/employee engagement. HMI is located in Norwood, Massachusetts.

POSITION OVERVIEW

As a member of the HMI Marketing Communications team, the Content Development Specialist must have experience in both print and electronic media and take direction from written or spoken ideas and convert them seamlessly into marketing content. The Content Development Specialist should have an intimate understanding of how B2B marketing campaigns work and function within an internal agency. We work in a fast-paced environment, so the ideal Content Development Specialist will be able to hit the ground running, work on multiple projects simultaneously, and help prioritize projects based on time requirements.

RESPONSIBILITIES & DUTIES

- Serve as HMI's content marketing developer for client marketing campaigns, communications, and related projects
- Create and maintain content strategies based on a sound understanding of our clients' brands and our corresponding marketing processes
- Work collaboratively with other members of the Marketing Communications team on project requirements, brainstorming, deadlines, troubleshooting solutions, review and testing, and scheduling/distribution
- Consistently measure and critically evaluate the performance of content marketing activities with respect to engagement and sales enablement KPIs
- Write and produce original content assets including brochures, emails, presentations, and other marketing tactics
- Identify and develop new types of content and offers from scratch to further support and expand the content strategy
- Consider smart content, smart list, token integration, and call to action integration for email projects
- Coordinate and edit content created by both internal and external subject matter experts
- Package and pass final content for design development
- Set up, schedule and monitor email communications, campaigns, and workflows in Hubspot, HMI's CRM online software

EXPERIENCE & QUALIFICATIONS

- Experience with both print and electronic media
- Skills of accuracy and attention to detail
- Time management and organizational skills/able to meet deadlines
- The ability and desire to stay up-to-date with content trends and implement these in daily work
- A bachelor's degree in English, Communications, or Marketing preferred
- Experience with WordPress and Hubspot (or similar email/CRM software) a plus
- 1-3 years in professional or corporate content development or communications, preferably with a marketing or creative agency/department

SPECIAL SKILLS

Excellent communication skills

Ability to absorb and apply constructive criticism from peers and clients