

<b>Job Title:</b>	Technical Content Marketing Specialist	<b>Job ID:</b>	
<b>Reports To:</b>	Director   Marketing	<b>Created:</b>	May 2025
<b>Department:</b>	Marketing	<b>Revised:</b>	

## ROLE PURPOSE

The Technical Content Marketing Specialist is responsible for creating compelling content that translates complex scientific and technical information into clear, engaging messaging for diverse audiences. Collaborating with product management, sales, and other internal teams, this role develops marketing assets including website copy, videos, brochures, advertisements, case studies, and social media content to drive brand awareness, engagement, and conversion.

In addition to content development, the Technical Content Marketing Specialist contributes to the execution and performance tracking of digital marketing campaigns. This role requires strong writing and analytical skills, a solid foundation in marketing best practices, and the ability to balance brand consistency with creativity and innovation across all deliverables.

## KEY RESPONSIBILITIES

### Content Strategy & Development

- Develop clear, compelling content tailored to a science-based audience.
- Collaborate with product managers, scientists, and sales team members to gather detailed product insights and translate them into accessible, engaging content.
- Lead the creation of marketing materials including website copy, videos, brochures, advertisements, case studies, and social media posts.
- Drive the strategy, design, and content development for a new company website that supports long-term organizational goals.
- Partner with customers to produce case studies, video testimonials, and success stories.
- Write and edit internal and external communications to support consistent messaging across teams and audiences.
- Incorporate basic SEO principles into written content — or be open to learning how — to help improve visibility across digital channels.

### Strategic Planning & Campaign Management

- Propose and execute communications campaigns across digital, print, and direct marketing channels, and evaluate performance against defined goals.
- Implement content and digital marketing strategies, including blog posts, trade publication articles, newsletters, and videos, to support brand visibility and lead generation.
- Collaborate with the team to analyze audience and campaign performance data to inform future strategies.

## KEY RESPONSIBILITIES

### Digital Marketing

- Leverage the marketing automation platform (HubSpot) to support campaign execution, lead nurturing, and content distribution.
- Build and manage automated workflows, email nurtures, and segmented lists within HubSpot to support personalized marketing efforts.
- Manage and publish marketing communications through social media and other digital channels to increase reach and engagement.
- Monitor the performance of marketing tools and platforms and recommend improvements or new technologies based on best practices and evolving needs.

### Analytics & Performance Reporting

- Track and report on content and campaign performance using tools such as HubSpot, Google Analytics, or social media dashboards.
- Translate marketing data into actionable insights to inform future content and campaign strategies.

### Graphic Design & Visual Communication

- Develop and maintain reusable design templates that align with brand standards and streamline content production.
- Design visual assets for marketing campaigns, including graphics for digital ads, social media, presentations, and print collateral, to support product promotion and brand awareness.
- Coordinate with external graphic design consultants to ensure timely delivery of high-quality visual content aligned with brand guidelines.

### Brand Management

- Ensure all content adheres to brand guidelines, maintaining a consistent voice, tone, and visual style across all channels.
- Collaborate with cross-functional teams to ensure a cohesive brand experience across all customer touchpoints and communications.
- Provide guidance and resources to internal teams to support consistent brand usage and understanding across departments.

## SKILLS & EXPERIENCE

### Education

- Bachelor's degree or diploma in Marketing, Communications, Business, or a related field.
- Equivalent combination of education and professional experience will be considered.
- Certifications in digital marketing, graphic design, or content strategy are considered an asset.

### Experience

Experience – Must Have:

## SKILLS & EXPERIENCE

- 3+ years of experience in marketing, content creation, or related field.
- Experience developing content marketing or copywriting, ideally involving scientific or technical subject matter.
- Familiarity with managing integrated marketing campaigns across digital, print, and social media channels.
- Strong writing and editing skills with a portfolio of content examples.

### Experience – Preferred:

- Hands-on experience with marketing automation platforms (e.g., HubSpot) and digital marketing tools.
- Demonstrated aptitude for graphic design, with experience creating visual assets for marketing use.
- Experience producing marketing videos, from concept to completion.
- Proficiency with content creation tools such as Adobe Creative Suite and content management systems.
- Experience communicating complex scientific or technical topics to non-expert audiences.
- Experience supporting brand strategy or messaging frameworks.
- Comfort with or interest in learning basic SEO principles and content performance tracking using tools like Google Analytics.
- Experience with public speaking, presenting content, or representing a brand at events, webinars, or conferences.

## Knowledge, Skills, and Abilities

### Knowledge:

- Solid understanding of content marketing strategy, including audience segmentation, brand voice, and content planning best practices.
- General understanding of digital marketing, or an eagerness to grow in areas like SEO and social media strategy.
- Understanding of graphic design principles and visual communication fundamentals.
- Working knowledge of content management systems and how they support multi-channel content delivery.
- General understanding of how content performance is measured (e.g., traffic, engagement, conversion), or an interest in developing this knowledge.

### Skills:

- Exceptional writing and editing skills, with the ability to translate complex concepts into clear, engaging content.
- Strong verbal communication and interpersonal skills, adaptable to technical and non-technical audiences.
- Excellent time management skills, with the ability to prioritize and balance multiple projects in a fast-paced environment.
- Highly organized with strong attention to detail and content accuracy.
- Strong analytical skills, with the ability to interpret campaign data and inform content strategy.

## SKILLS & EXPERIENCE

- Collaborative mindset with experience working across departments and with external stakeholders.

### **Abilities:**

- Ability to adapt quickly to new tools, technologies, and marketing trends in a dynamic environment.
- Ability to manage competing priorities and maintain focus under tight deadlines.
- Ability to work independently and take initiative while also contributing to collaborative team goals.
- Ability to synthesize input from multiple stakeholders and make balanced content or messaging decisions.