



4170 Ashford Dunwoody Road, Suite 375 ■ Atlanta, Georgia 30319 ■ O (404) 252-9441 ■ F (404) 252-9442 ■ info@ewmfg.com ■ www.ewmfg.com

Role: Content Writer | Inbound Marketing Coordinator

We are looking for a Content Writer to join our growing B2B marketing team. This newly created, hands on role of the Content Writer will be primarily responsible for developing and publishing a wide array of content including: blog posts, white papers, case studies, web content, product fact sheets, and content for social media. The ideal candidate will have a basic understanding of how Inbound Marketing differs from traditional marketing and will be willing to learn (or already know!) how killer content fits into the strategy of an inbound marketing plan. This tenacious candidate is comfortable interviewing technical experts to obtain necessary information to complete deliverables.

You (Responsibilities):

- Passion for writing killer content (compelling, clear, and persuasive)
- Fantastic Story Mining Skills
- Produce and publish case studies/success stories, website feature stories, service and product offering descriptions, blog postings, white papers, website content, presentations, social media, and product brochures
- Writing stories for client, prospect, and employee communications
- Research and write technical information that suits technical and non-technical audiences
- Assure all content is optimized for search engines, sharing and distribution across channels (proficiency in Google's keyword planner and/or HubSpot keyword tool a plus)
- Ensure integrity, compliance and accuracy of all content
- Review, proof, and edit communication materials and presentations for accuracy and consistency of messages ensuring quality communications
- Maintain content calendar
- Independent, Interactive, and Results orientated
- High Ideation to interview, research, and generate new ideas
- Love to learn new things and aren't afraid to try and fail
- A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions

Expectations:

- Write a minimum of three pieces of share – worthy, publishable content every week
- Writing will be educational, entertaining, and a two minute read that is not "salesy"
- Focus will be B2B marketing with moderate level of technical information

Skills and Experience:

- A four-year degree is required
- Microsoft Office: Word, Excel, Some PPT
- Excellent verbal and written communication skills
- Experience in editing and proofreading all types of copywriting required
- Ability to work under pressure and meet strict content deadlines



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- Proven ability to tell a story using words and create content that engages an audience
- Marketing copywriting experience a plus
- Experience with SEO/SEM is a plus
- Professional Social media experience is a plus
- Inbound Marketing or Hubspot experience a plus
- Creative/Graphic Design skills a plus
- Ability to work well individually, as part of a team, and with key stakeholders from other departments
- This position offers the right candidate a great opportunity to be an integral part of a progressive, growing company fueled by intelligent, driven and committed employees
- Independent, self-motivating, self-starting, thirst to learn and grow

Us:

- WE are going to give you a cool office, free coffee, free cake on your birthday, and all the support you want. You will be given much independence with little micromanagement (there's always a little in the beginning) yet be as tethered as you like
- WE have high expectations, love to win (winning means growing the business, not just better metrics)
- We will take your passion for marketing and writing and teach you more about inbound marketing, if you want!

What Does Success Look Like?

- Generate more inbound leads to www.ewmfg.com
- Attract more prospects
- Create Trust around the East West brand
- Become an Inbound Marketing Coordinator as we teach you inbound marketing, SEO skills, analytics, etc.

East West is conveniently located close to Perimeter Mall near I-285 and 400, with building shuttles to nearby Marta. We offer fantastic health benefits, 401K, three weeks paid vacation to start, the ability to work remotely once a week, and a business casual environment in a cool modern new office space.

To Apply:

If you want to join a growing, fast moving company where your results impact the bottom line we encourage you to apply. Please email your cover letter and resume to hr@ewmfg.com (include the words "Content Writer" in the subject line) for consideration. Please also include three recent writing samples, a link to your LinkedIn profile, and link to online portfolio (if applicable).