

# Marketing Communications Writer

If you are looking for a new challenge and like a high-energy environment working with innovative technologies, then you'll love it at Vocantas/Pronexus. You should be a passionate go-getter, with creative zeal and a deep desire to ensure that customers always come first.

**Overview:** The Marketing Communications Writer will report directly to the Marketing Director.

## Responsibilities:

### Copy and Creative Writing:

- Corporate communications: writing of sales letters, scripts and templates
- Proposal writing, RFP response coordination and writing
- Technical writing, product release notes and product manuals
- Creative writing that pops so that it gathers positive attention.
- Collateral, newsletters and sales tools: writing of sales support pieces including product brochures, datasheets, case studies and application solution overviews
- Direct marketing materials (mail, email, etc.): working in conjunction with the sales department
- Public relations: drafting press releases, featured articles and other editorial contributions
- Conferences and speaking events: developing briefings, presentations and communication tools
- Website: writing and maintaining of online content
- Social media: blog writing, create, manage and monitor effects on Facebook, LinkedIn and Twitter

### Marketing Support:

- Organization of marketing activities, support for Marketing and Business Development for meeting management, event management, and business development activities
- Techno-easy writing so customers see the benefits not just the technology.
- Database marketing: use to deliver awareness, demand generation and lead nurturing campaigns
- Responsible to ensure all bid sites are reviewed
- Responsible to find and review RFPs/RFQs posted

## Skills and Qualifications:

The successful candidate should have:

- Minimum of 1 - 2 years' experience (previous experience of working in a professional environment/ high technology is considered an asset);
- Degree or Diploma is an asset;
- Strong attention to detail and proofreading skills, with an emphasis on quality of work;
- Possess excellent Microsoft application skills (Word, Excel and Outlook);
- Demonstrated competency on all social media channels, including but not limited to LinkedIn, Facebook, YouTube;

- Proven exceptional work-ethic, risk taker, creative, self-motivated, chaser of signatures and highly driven;
- Exceptional verbal communication and writing skills in English are essential.

### Nice to have Skills and Qualifications:

- Previous experience in sales and MARCOM writing.
- Previous experience in communications for a technology company.

Please send your resume in MS Word or PDF format to [jobs@pronexus.com](mailto:jobs@pronexus.com) with the **position title in the subject line and your expected salary range**. No phone calls please. We regret that we cannot respond to all applicants.