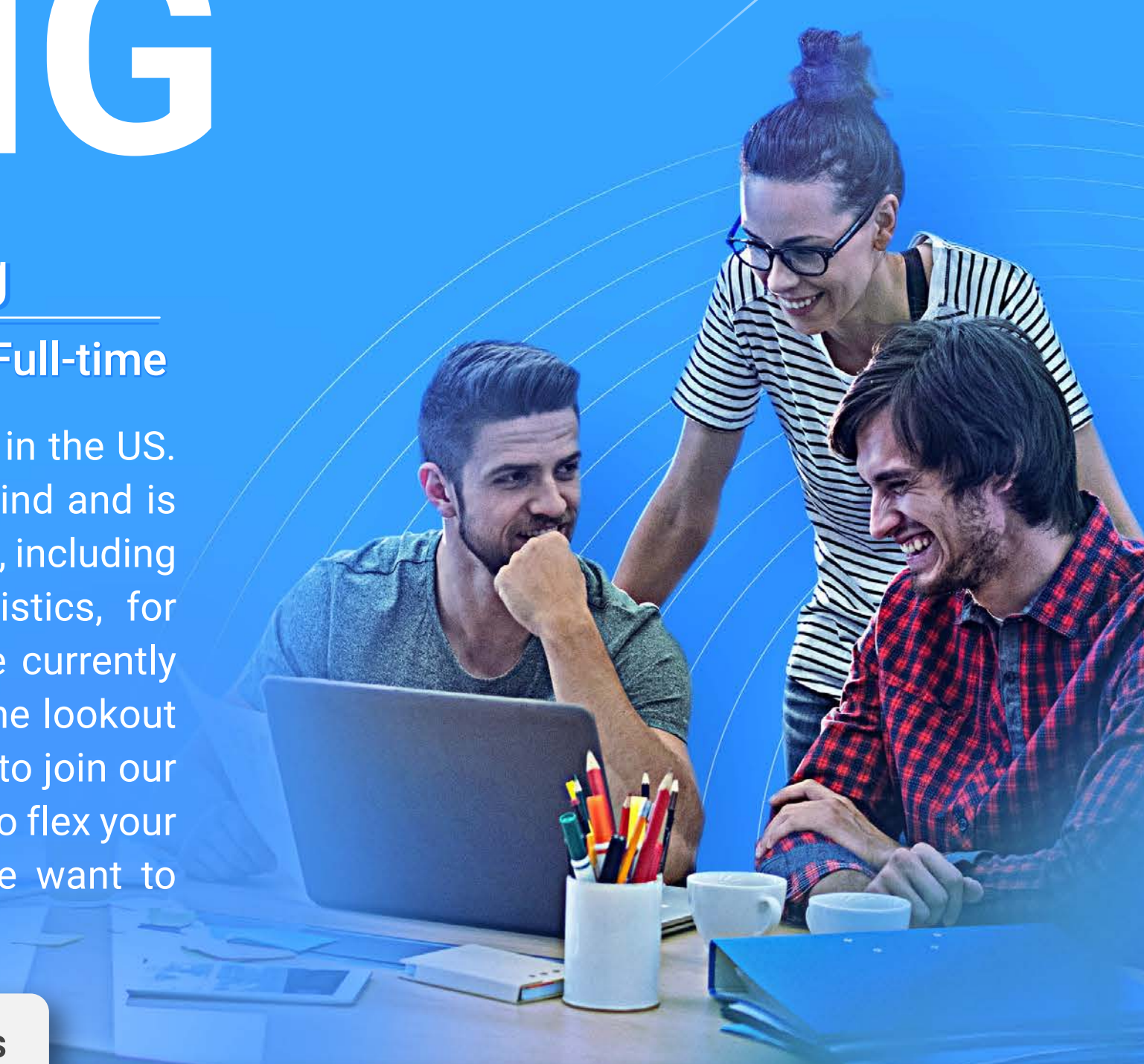


# WE ARE HIRING

## Content Writer - Marketing

Colombo -LK | Full-time

We are Xyicon, a SaaS company based in the US. Our product SpaceRunner is one of a kind and is used by clients from different industries, including healthcare, aerospace, retail, and logistics, for various business requirements. We are currently expanding our operations and are on the lookout for talented and committed individuals to join our team. If you enjoy a challenge and love to flex your creative muscle to solve problems, we want to hear from you.



### Key Roles and Responsibilities

- Research and produce core B2B copy for display ads, landing pages, web pages, case studies, emails, and other channels to increase prospects' likelihood of progress through the marketing funnel.
- Edit and proofread content to ensure it is clear, accurate, and aligns with Xyicon (company) and SpaceRunner (product) messaging and campaign themes/goals.
- Promote, retarget, and optimize content to ensure it is aligned to our audiences and buying stages.
- Apply knowledge of Search Engine Optimization (SEO) to your writing and research.
- Understand the best formats, channels, and subject lines for each type of content. Special focus to amplify content using integrated social media.

### Qualifications, Skills, and Experience

- Bachelor's Degree or Professional Certification (Part/Full completion) in a related field.
- Minimum two (2) years experience working in the IT sector in a content marketing or writing-focused role.
- Experience in writing about B2B SaaS solutions will be an advantage.
- Analytical skills and attention to detail.
- Excellent command of the English language.
- Self-motivated and willing to learn new skills and technologies.
- Ability to work with offshore stakeholders in the US, Europe, and Asia.

 [Click here to apply](#)

**Xyicon**