

# WE ARE HIRING

## SENIOR CONTENT LEAD

Colombo LK | Full-time

## WHO ARE WE?

We are Xyicon. A team of innovators who have been creating robust software solutions that help our customers bridge the gap between design and data since 2000. Over the last 10+ years, we've helped enterprise customers identify opportunities for process improvement using our core product – SPACERUNNER, a highly-configurable SaaS platform. Today, SpaceRunner is used by businesses of all sizes and industries, including aviation, retail, construction, laboratory, logistics, and healthcare, for their unique business challenges.

We recently pegged our Sri Lankan team's salaries to the US Dollar, so if you are looking to join a company where you can grow personally and professionally, keep reading.

We are looking for a Senior Content Lead, to serve as the primary content management expert within the marketing team. This role will also be responsible for developing the overarching content strategy for SpaceRunner.

## KEY ROLES AND RESPONSIBILITIES

- Lead a team of writers and oversee the content creation for all forms of marketing collateral including presentations, blogs, social media, and website.
- Develop recommendations to reach new prospects through digital, event, and content campaigns, including creative and messaging strategies.
- Writing editing and publishing SEO content pieces.
- 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 5 years' experience writing about B2B SaaS solutions in a content marketing or writing-focused role.
- Experience in working in the IT sector 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.
- Possess sound knowledge of the latest marketing tools, trends, and techniques

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