

AIRMATIC Malvern, PA, is recruiting an experienced Content Writer to create SEO-friendly content for our Industrial E-commerce website, social sites, and other media. This is a full-time, in-office position located in Malvern, PA. Our ideal Candidate is a professional with demonstrable industrial creative writing skills and experience in content optimization and brand consistency. Ultimately, you should be able to oversee all marketing content initiatives to ensure Customer engagement, brand consistency, and a positive Customer experience. The content development includes product descriptions and updates, blogs, social networks and other marketing content initiatives. This is an excellent opportunity to join an established company with ambitious growth plans.

RESPONSIBILITIES:

- Collaborating with other writers and designers regularly to develop content that ensures work meets Company standards and that deadlines are met
- Conducting in-depth research on industry-related topics in order to develop original content
- Developing content for product descriptions, and technical spec sheets for the Company website
- Supporting the marketing team in developing content for advertising campaigns
- Proofreading content for errors and inconsistencies
- Editing and polishing existing content to improve readability
- Creating compelling headlines and body copy that will capture the attention of the target audience
- Price updates of all our products on our sites
- Completing writing projects, meeting deadlines and following content requirements in terms of style and project specifications
- Suggesting changes to ensure content is consistent and clear
- Understanding grammar rules and how to construct clear sentences by being mindful of flow, readability, and sentence variety
- Collaborating with other marketing teams to plan and develop site content, style and layout
- Follow industry-related news and generate ideas around trending topics

REQUIREMENTS, SKILLS & QUALIFICATIONS:

- (2) years of previous ecommerce writing or copywriting experience
- Experience in research, fact checking, copywriting, transcription and data management
- Distribution experience a plus
- Excellent PC skills including strong knowledge in Microsoft Office Products, advanced knowledge in Microsoft Excel
- Knowledge of HTML, preferred
- Knowledge of Search Engines Marketing (SEM), Search Engine Optimization (SEO)
- Must be dependable, logical, consistent, and be able to manage multiple projects
- Excellent written and verbal communication skills. Needs to be able to write on any topic easily and coherently and be able to ideate independently, be fast on the uptake and have a fast-learning curve
- Comfortable writing on even technical topics after adequate research
- Bachelor's degree in Communications, Marketing, English, Journalism, or related field
- A portfolio of published articles
- Ability to work in a fast-paced environment and handle multiple projects concurrently

AIRMATIC provides ongoing business skills training, product training, coaching and mentoring support to help elevate both our Associates and our Company.

HOURS & COMPENSATION:

- Hours: 8:30 – 5:00 PM; Monday thru Friday
- Salary: \$50,000-\$55,000 depending on experience
- Benefits: Comprehensive Package includes Medical, Dental, Vision, Life Insurance; Flex Benefits Plan; 401(k) Plan and Profit Sharing

AIRMATIC HIRING PROCESS:

Qualified Applicants are invited to submit a resume (with a personalized cover letter is a plus). Qualified Candidates who meet key criteria and appear to be a good fit will be notified by email of our interest and will be prompted to complete assessments of mechanical aptitude and critical thinking. Success in these initial stages of the process move Candidates to a Telephone Interview by our Marketing Director followed by an In-Person Interview by our Hiring Team. A screening service company is used to validate information provided.

ABOUT AIRMATIC:

AIRMATIC, a fourth-generation company founded in 1944, is an industry-leading supplier of mechanical products and services to the industrial, construction and utility markets

To learn more, visit us at <http://www.airmatic.com/company-overview-html/>.