

Title: Business-to-Business Writer Marketing Services

Purpose Summary:

The role of the Business-to-Business Writer for Marketing Services is to develop written business communications in line with corporate strategy and guidelines, but also to clearly communicate the company or business unit's value proposition to reseller customers and vendor partners.

Job Responsibilities:

- Responsible for creating compelling, readable and clear copy with the goal of adding value to the company's communication and brand messaging to its reseller customers.
- Responsible for writing and optimizing copy for business unit communications include emails, direct mail, website content, newsletters, campaign materials, promotions, events, case studies, brochures, customer letters, fact sheets, recruitment materials, ebook content, online/banner advertising, social media content and any other types of communications that promote the brand and its offerings, as well as to position and market vendor products, services or solutions in a competitive marketplace.
- Work with the Marketing Services team and Business Units to generate ideas for content strategies, resulting in the development and delivery of outstanding copy across the chosen media within deadline and written for the target audience to improve response rates and company profitability.
- Editing of any copy provided by a contract writer, vendor partner or outside agency to ensure key company or audience messages are appropriate and correct.
- Other duties as required for the position.

Skills:

- Minimum of 3 years of business-to-business writing or editing experience with a demonstrated writing portfolio
- Excellent verbal and written communication skills with the ability to adapt messages to each audience or medium
- Exceptional writing skills, including outstanding spelling and grammar
- Fluent understanding of appropriate writing styles for current web, print and interactive technologies, including social media and mobile.
- Ability to research for industry information that may be applicable to a project
- Ability to effectively manage multiple projects with tight deadlines
- Excellent interpersonal skills, including organization, communication, responsiveness and attention to detail
- Proven collaboration skills, with ability to work cross functionally to accomplish required goals
- Possesses a high level of enthusiasm and demonstrated personal initiative
- Innovative thinker and team player
- Ability to prioritize and manage multiple tasks
- Exhibits passion through communication and experience
- Demonstrated ability to conceive, edit and deliver a written product to market by working with the appropriate teams on time and within budget
- Ability to listen, follow direction and execute ideas beyond expectations
- Ability to form close and productive working relationships within the Marketing Services and Westcon Group Marketing teams, as well as with teams in our Business Units, vendors, and reseller customers

Job Requirements:

- Bachelor's Degree in English, Journalism, Marketing or Creative Writing or a related degree
- Proven business-to-business writing experience in PR, journalism or communications (agency or in-house)
- Experience in working as part of distribution channel, for a reseller customer who purchases from a distributor, or for a manufacturer who supports a channel
- Willingness and ability to work extended hours, if necessary

Visit our website at www.westcon.com for more information. *Westcon Group is an AA/EO employer and actively seeks candidates from diverse backgrounds.*