



Content Strategist – Inbound Marketing

Charlotte, NC

Forest2Market, Fisher International and Tecnon OrbiChem are three companies with a combined mission and marketing department. We provide data, analytics, business intelligence and supply chain expertise to the forest products and chemicals industries, and we are searching for a full-time professional B2B content strategist to meaningfully contribute to our marketing efforts. More specifically, we are seeking a candidate who is an experienced and savvy marketer—a team player who is eager to learn, quick to assist, flexible by nature and embraces new challenges. As our family of companies continues to grow, this candidate must also be comfortable in a dynamic environment with shifting responsibilities and priorities, and a positive “can-do” attitude is a must.

The primary responsibilities for this position include:

- Consistently writing content for and managing an industry blog that attracts and grows our potential customer base and invites press inquiries
- Collaborating with sales staff and company subject matter experts to design marketing campaigns that are maintained over time with fresh and updated content
- Supporting the sales teams through the creation of marketing collateral and assisting with other time-sensitive business requests, such as editing proposals, presentations, and reports, as needed
- Using a marketing automation platform to nurture and convert site traffic through calls-to-action, landing pages, and lead generation content (including offers)
- Continuously and actively seeking to educate and expand his or her understanding of the industries and markets we serve
- Researching industry-related topics to support marketing campaigns and generate new content ideas that dovetail with company products and solutions
- Continuously working to understand business intelligence platforms and products and using these tools to uncover ideas and opportunities to create valuable, unique content
- Assisting in writing, editing, and delivering articles to trade publications in support of overall marketing strategy
- Providing content to a social media specialist and collaborating on graphic content that can be used to promote blog content and marketing campaign materials to increase visibility

Other important responsibilities include:

- Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice and optimized for search and user experience
- Cultivating data-driven, analytical problem-solving skills
- Evaluating and promoting existing content
- Building strong, collaborative working relationships with internal subject matter experts and other teams, including product development and sales to support organizational needs
- Using SEO guidelines to create and improve content
- Maintaining flexibility to assist department and company as needed

Required Qualifications:

- Positive attitude, flexible nature, and helpful disposition
- Excellent writing and editing skills in English
- 2-5 years of work experience in marketing and content creation or similar role
- Bachelor's degree in Marketing, English, or relevant field
- Portfolio of published work

Preferred Qualifications:

- Hands-on experience with Marketing Automation and Content Management Systems; Inbound Marketing and HubSpot certifications a plus
- Command of Microsoft Office tools, especially Word and Excel
- Proficiency with Adobe Creative Suite (particularly Photoshop and InDesign)
- Command of Google Analytics and Adwords

Send application materials to: careers@forest2market.com.

Application materials should include: a resume, cover letter and a links to your portfolio and/or other published articles.