

forward level

move forward

BRAND CONTENT ADVISOR

FULL-TIME POSITION

LOCATION | CALGARY

Forward Level Marketing is looking to grow their team, and what better time than now?

At Forward Level, “good enough” isn’t good enough, and you wholeheartedly agree with this vision. We love seeing the look on our clients’ faces when we exceed their expectations. The person we are looking for can work on diverse projects in a fast-paced and energetic team environment. They also want to be challenged and to further develop their skills and knowledge.

RESPONSIBILITIES

MANDATE

Tell compelling stories so that our partners never lack an audience

- Write content that makes our partners brand real and relevant to the people they depend on for business success
- Make even the most mundane topic into something engaging
- Contribute to marketing campaigns that move our partner’s brand and business forward

BRAND

- Actively contribute to the development, application, and evolution of the unique qualities that define partner brands
- Articulate the specific criteria that will determine our partner’s unique brand voice
 - Consistently apply our partner’s brand voice across all content
- Consistently apply brand messaging across all campaigns and marketing channels

RESEARCH

- Conduct partner interviews and research business topics that inform content and add value to partners and their target audiences, to advance their brand and business goals

WRITING

- Use B2B or B2C storytelling to communicate partner brand messages and create experiences that affect how audiences feel, think and interact with partner brands
 - Write fresh, engaging, and informative content for partner brochure, website, social, email, blogs, advertising, displays, articles, infographics, thought leadership information, whitepapers, case studies, etc. Customize writing to marketing channel writing style
 - Apply an understanding of each of our partner’s audience’s frustrations and pain points as a point of entry to campaign messaging
 - Write to provoke audience relevant decision points and influence predictable outcomes
 - Curate content throughout end-to-end campaigns for message alignment
- Consistently write concise and simple copy
- Optimize content for SEO

VALUE CREATION

- Provide innovation and creativity in the form of continuous improvement in writing and campaign creation

QUALITY

- Manage multiple projects and meet or exceed deadlines
- Provide partners and team with exceptional experiences
- Proofread and edit like a champion!

OUR DREAM CANDIDATE

- Post-secondary education in marketing, advertising, business or a related field
- 2-3 years of marketing research and content creation experience. You may have been referred to as a “Market Research Coordinator” in the recent past
- You already caught my spelling mistake in the bullet point above
- Bonus points for you, if you have previous agency experience
- Resourceful. We’re talking “able to start a fire with office supplies” resourceful
- High-functioning junior team player who is ready to hit the ground running
- A f*cking great writer

Please apply via email at careers@elevatedhr.com with a cover letter, resume. Please reference the job title in the subject line. Be creative. Think big.

No agency inquiries, please. We thank all applicants for their interest; however, only candidates being considered for interviews will be contacted.