

Content Marketing Specialist

Location: Kitchener, Ontario

Job Description - Full time, permanent

Experience: 3-5 years of Marketing experience in a software company



About us:

ProNavigator is a venture-backed insurance technology company. Our team is made up of insurance industry veterans, technology experts, and data scientists who've come together to build solutions specifically for the insurance industry.

ProNavigator's platform incorporates natural language processing and machine learning to improve access to information and automate workflows for customers, distribution partners, and employees. This is a great opportunity to join a tight-knit, fast-growing team.

We are seeking an enthusiastic, creative, and motivated Content Marketing Specialist who will work closely with the team members focused on product management, sales, and customer success to define and execute marketing strategies and tactics.

Key Responsibilities:

- Develop, with leadership team input, a communications plan to increase brand awareness and drive lead generation
- Create engaging content that amplifies our brand, differentiates our product, and establishes ProNavigator as a thought leader in the industry.
- Create and run campaigns and marketing initiatives to generate website traffic, increase blog subscribers, and drive inbound leads.
- Collaborate with our sales team to deliver sales collateral and go-to-market materials.
- Identify events and partnerships to align with (including with industry publications and media) then work with leadership to identify priorities for implementation.
- Develop and communicate metrics to assess the success of marketing initiatives and campaigns as well as determine brand awareness.
- Manage budgets with a strong emphasis on demonstrating ROI and process improvements

Required Skills and Qualifications:

- Experience developing with leadership a communication plan to drive leads and increase awareness
- A proven ability to use storytelling and creative writing to distill complex topics into compelling content (which we look forward to seeing samples during the interview process)
- Previous professional or academic copy-editing experience.
- Proficiency in Microsoft Office, including PowerPoint and Excel.
- Experience using Hubspot

- Some experience with enterprise B2B software, SaaS, AI, machine learning, or other complex technologies.

Some Perks of ProNavigator:

- Culture: Tight knit team, hungry and moves fast.
- Benefits after 30 days - health, dental and vision.
- Competitive salary and vacation.
- A great group of people to work with who are serious about their work and our vision, but fun in their approach

To apply

Send a resume with a cover letter to admin@pronavigator.ai.