



Job Title: Content Strategist

Department: Client Strategy

### About Vonazon -

Vonazon is a fast-growing digital sales and marketing agency headquartered in Ventura, CA. We were officially founded in 2005 when our CEO Kevin England left the IT industry and used his decades worth of experience to pursue digital marketing. Now, we're a full-service agency with a HubSpot Elite partnership ranking and clients from all over the world!

At Vonazon, we understand that marketing is not a one-size-fits all approach. We value long-term client relationships and take the time to understand unique business objectives. Curating custom marketing strategies that embody originality, collaboration, technology, and today's latest marketing platforms is our specialty.

We are TEAM focused! We prioritize an inclusive workplace environment and pride ourselves on being effective cross-team communicators. We believe in building teams of diverse professionals that are passionate marketers, creative designers, forward thinkers, project managers, and technological pioneers. We value the unique stories our employees bring to the table and showcase our gratitude through several employee initiatives such as unlimited paid PTO gifted on your one-year anniversary, a hybrid work schedule, teambuilding activities, and frequent charitable ventures.

### Our Values - Diversity – Innovation – Teamwork – Quality – Passion

At Vonazon, our core values fuel all that we do. Having a diverse team encourages multiple perspectives, innovation places us at the forefront of marketing technology which allows us to offer the latest and greatest in marketing to our clients, teamwork ensures that projects are completed with collaborative efficiency, and quality ensures that our clients receive noteworthy content that elevates their entire public persona. Last but certainly not least, marketing without passion is lackluster. Passion is the very root of our organization, and it's the secret ingredient to our company's success. We love what we do, and we love to show it!

If you have an appetite for continuous learning, can adapt to fast-paced work environments, have a passion for digital sales and marketing, embody creativity, and prioritize inclusivity, then we want to hear from you! Please continue reading about this role for a more descriptive breakdown.

### Role Description –

Vonazon is looking for a Content Strategist who is equal parts wordsmith, creative, and strategist to join our content marketing team. The ideal candidate is an excellent writer who has solid expertise in helping businesses build their digital presence and reputation by crafting engaging content for numerous digital channels (including websites, PPC, emails, blogs, social networks, video, etc.), based around a solid understanding of SEO, UX, buyer behaviors, and user journeys.

### What you'll do -

- Write content for a variety of formats including blogs, white papers, landing pages, case studies, eBooks, social media, etc.
- Research topics to produce personalized content by audience and user behaviors
- Edit content, ensuring consistent voice, correct grammar, and strategic alignment to the project
- Concept content ideas for campaign initiatives including product launches, website redesigns, events, and more
- Write content that is SEO optimized for search visibility
- Research and develop unique content ideas that position our client's as though leaders in their respective industries
- Work with cross-functional teams to ensure content is meeting all stakeholder's needs

### What we are looking for -

- Bachelor's degree in English, Journalism or Marketing or equivalent experience
- A portfolio that demonstrates your versatility as a writer
- Advertising and marketing experience a plus
- Comfortable writing for multiple formats including web, print, social, etc.
- Sales and direct response strategies
- Ability to adjust your writing for different tones and voices
- You maintain excellent editing skills and can easily spot typos and errors within content (Knowledge of AP Style a plus)
- Strong understanding of SEO best practices and ability to conduct your own keyword research
- You have an intermediate understanding of Marketing Implementation
- Effectively manage multiple assignments at once
- Enjoy writing both long-form and short-form content
- A proactive communicator who welcomes feedback and can collaborate effectively with clients
- Passionate about marketing, writing, and storytelling

### Want to really get our attention -

- Experience in writing ERP, marketing automation and CRM
- Understanding of B2B marketing
- Working knowledge of Wordpress CMS a plus!

### Top 6 Soft skills -

1. Leadership
2. Problem solving
3. Communication
4. Teamwork/collaboration
5. Time management
6. Critical thinking



## Vonazon PERKS -

- Unlimited PTO gifted on your one-year anniversary!
- Pet friendly office
- Hybrid remote/office schedule
- Team building activities
- Culture focused
- Annual participants of the Ventura Corporate Games and winner of the 2019 Unity Award
- Expanded learning opportunities and training
- Coffee and full-stocked snacks
- Beautiful office location, close to beach, multiple restaurants, and shops

On top of that, we offer health, dental and vision benefits, a retirement savings plan, and paid holidays!

\*\*Vonazon is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable\*\*'

