

Job Description – Content Marketing Specialist

The Content Marketing Specialist is responsible for creating, editing, and publishing content that communicates the value of Spherix’s services using a combination of copywriting, storytelling, data analyses that resonate with the target audience. The ideal candidate should have a keen eye for detail and be highly creative, while ensuring a consistent brand voice across all marketing activities.

The Content Marketing Specialist will collaborate with the Marketing team and Insights teams across all therapeutic verticals to produce high-quality outputs that generate traffic to Spherix’s online platforms, ultimately leading to new business. The position will report to the Associate Director of Marketing and is based in Exton, PA.

Responsibilities

- Write, review, edit, and update copy for marketing campaigns, including press releases, email campaigns, blogs, social media posts, and other marketing material
- Collaborate with Insights teams to obtain market knowledge, understand client needs, and establish campaign objectives
- Create and share new content through various channels, ensuring a strong online presence and company voice
- Collaborate with Marketing Director and Insights teams on communicating the value of Spherix’s services and how it relates to curated content
- Research therapeutic areas and market trends to ensure that content is relevant and appealing
- Revise and optimize content on website using information gathered from Google Analytics and SEO research to increase site traffic
- Suggest new ways to boost company’s industry presence, promote company offerings, and reach clients
- Assist Marketing team with the design of promotional materials
- Collaborate with Digital Media Specialist to create graphic elements and infographics that tie into marketing campaigns

Qualifications

- A minimum of two years of experience in content creation, copywriting, creative marketing, communications, or similar
- Experience in B2B market research/pharmaceutical marketing preferred
- Advanced copywriting ability and proofreading skills
- A creative eye for visual appeal and keen attention to detail
- Demonstrated ability to distill insights into product-level marketing (simplify complex information into user-friendly format)
- Advanced proficiency in Microsoft Office (specifically PowerPoint)
- Familiarity with WordPress, email marketing software, Google Analytics, and LinkedIn
- Related BS or master’s degree

What You Bring

- You are a self-starter who is comfortable working independently and without routine management supervision
- You enjoy making progress towards your goals and are task-oriented
- You embrace change and innovation, working collaboratively with teammates
- You have strong attention to detail and are flexible working across multiple projects at the same time
- You seek a working environment populated by dynamic professionals with a team-oriented approach to building a best in class insights business

Other relevant information

- Compensation package includes competitive salary and benefits, commensurate with experience, as well as an annual bonus linked to franchise and company profitability
- Position may include travel commitments to attend medical conferences

To apply, please send resume and cover letter explaining why you believe you are a good fit for this role to careers@spherixglobalinsights.com.

About Spherix

Spherix Global Insights (www.spherixglobalinsights.com) is a hyper-focused market intelligence firm that leverages our own independent data and expertise to provide strategic guidance, so biopharma stakeholders make decisions with confidence. We specialize in select immunology, nephrology, and neurology markets.