



1271 Red Fox Road, Saint Paul, MN 55112



Content Marketing Specialist Wanted

ABOUT FIREFLY

FireFly Computers is a young, exciting and quickly growing technology company focused on promoting and supporting 1-to-1 computing in K-12 education. Our products and services make it easy for schools to manage and maintain the full lifecycle of their devices. Not only do we have great prices on Chromebooks and PCs, we also supply innovative and time-saving solutions that include device setup, configuration, management, training, technical support, warranty repair, self-repair, content filtering, buy-back, and more.

The truth is, working at FireFly Computers is a blast. Sure we work hard, but you can feel good about what you do here. The devices and services we provide are used by schools all across the country to get more computers in the hands of more students from all walks of life. We're constantly looking for new ways to make our customer's lives better, and you'll appreciate that your ideas are always considered, valued, and celebrated here at FireFly. We believe in equipping, encouraging, and promoting our employees while you use your unique strengths to be a part of the exciting growth of our company.

Team building is a high priority for us, and we have several events, parties, lunches, book clubs, and happy hours throughout the year. If you like playing bean bag toss, singing karaoke on a paddle boat, or enjoying a good meme (or even if you don't), you'll fit in just fine.



AWARDS

- Inc. Magazine “Best Workplaces” Award
- Inc. 5000 “Fastest Growing Private Companies in America”
- Minneapolis/St. Paul Business Journal “Fast 50”

JOB DESCRIPTION

As a Content Marketing Specialist, you will be responsible for creating a wide range of compelling digital and printed content that aligns to meet both audience needs and company messaging. You will work closely with members of our marketing team and various subject-matter experts to develop marketing initiatives from conception to completion. We are looking for a versatile and engaging writer with good judgement who can seamlessly adapt content to multiple formats including websites, emails, blogs, video, social media, and printed materials. You will also be responsible for developing and integrating visually appealing graphics and layouts into your content, therefore a high level of graphic design capability and creativity is required. In addition to content marketing, you will also be tasked with creating traditional marketing pieces including flyers, product datasheets, handouts, etc.

This is an exciting, entry-level marketing position for a talented individual looking to launch his or her career. Successful candidates will need exceptional writing skill, extreme accuracy, strong collaboration skills, and a high degree of personal drive and accountability. Previous business-related experience is not required, however you will be asked to demonstrate your ability to produce compelling text and graphics by presenting us with a portfolio containing some of your past projects. A background in marketing, journalism, communication, copywriting, graphic design, English, editing, or technical writing is preferred.

JOB DUTIES

- Work closely with the Marketing Director to develop and create compelling content for a variety of digital and printed marketing initiatives
- Design visually appealing graphics and layouts for marketing pieces in a variety of mediums
- Regularly research new content including interviewing internal and external subject matter experts
- Develop and maintain an editorial content calendar and library
- Research and curate external related content and supporting information
- Stay current with marketing, design, and writing best practices, SEO, standards, and trends
- Edit and proofread marketing materials and content as assigned
- Complete other business-related tasks as needed

REQUIRED SKILLS

- High school diploma or equivalent
- Exceptional writing, editing, and proofreading skills
- Effective and clear written and verbal communication in English is required
- Highly organized, with an ability to prioritize, multi-task, and meet deadlines
- Self-motivated individual with minimal need for supervision
- Experience and skill with Adobe Creative Suite or similar

PREFERRED SKILLS

- Bachelor’s Degree or 1-2 years of experience
- Proficiency with Microsoft Office applications
- Previous knowledge and/or an interest in computers and technology



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HOURS:

- Full Time
- M-F, 8:30 a.m. -- 5:00 p.m. (flexible)

BENEFITS:

- 401(k)
- Paid Vacation
- Paid Holidays

FireFly Computers is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.

Apply online at <http://fireflycomputers.com/careers/>