



Senior Marketing Content Writer

Qualifacts Systems, Inc.

Inclusion on the Inc. 5000 list for the last five years, making Qualifacts the top behavioral health EHR provider on this exclusive ranking of the nation's fastest-growing private companies

About Us

Qualifacts is leading the industry as a behavioral healthcare technology company. We have an entrepreneurial spirit born from our start-up roots, a track record of growth, and an amazing staff of down-to-earth people who are empowered to be successful in their jobs every day. As part of the team you will focus on what is important to get the best from yourself and your co-workers in an open, evolving and supportive environment guided by values of integrity, compassion, collaboration, passion and accountability. Join us in making a meaningful impact in the lives of our customer and the people they serve!

Perks

- Work at a leading Healthcare Technology company in the heart of downtown Nashville in our beautiful new corporate office
- Collaboration from industry leaders and mentors with the focus of making a positive difference in people's lives
- Amazing co-workers that have fun in company team building events, relaxed get-togethers and company celebrations
- Competitive benefits including comprehensive medical, dental and vision plans available day 1, a robust PTO plan, 401K, onsite training, free parking and... oh yeah, free Starbucks coffee and snacks
- Encouragement to be yourself including casual dress and an inclusive environment

About the Job

Are you our ideal candidate for our **Senior Marketing Content Writer** role? If so, you're a talented storyteller who has a passion for creating compelling content that engages target audiences to generate demand and increase brand awareness. You enjoy collaborating with internal experts and customers to get the right message to the right audience at the right time. You radiate accountability and are highly motivated to take ownership of your role as a key content developer. Most importantly – you understand the science and the art of creating compelling messaging for lead generation campaigns. In regards to work style, we're looking for a candidate who is collaborative, and able to apply intense focus to a variety of content projects for the head of Marketing.



The Senior Marketing Content Writer will be responsible for first ensuring that marketing and sales communications are aligned with Qualifacts strategic message and content strategy and driving desired lead generation targets. You will then partner with other key stakeholders throughout the organization to ensure cohesion and collaboration for the communication of those messages to customers and partners.

Responsibilities

- Creating Business to Business sales, marketing and public relations content such as: website content, emails, blog posts, lead generation campaigns, one pagers, scripts, value statements, interviews, case studies, digital and traditional advertising, press releases and slide decks
- Editing all content including white papers, case studies, marketing and sales communications
- Owning the creation and delivery of final materials through all channels by collaborating with internal and external partners
- Engage with customers, industry leaders and internal stakeholders to research, scope and execute all content projects and deliverables

Qualifications

- Bachelor's Degree preferred
- 5+ years of experience in the field or in a related area
- Experience writing for a healthcare leadership audience required, behavioral healthcare experience a definite plus
- Experience writing and editing marketing and sales content to support an internal and external sales team
- Experience writing and editing business to business lead generation content for targeted multi-channel, multitouch campaigns
- Experience collaborating with cross functional teams to ensure message integrity across department audiences and channels
- Ability to work in a fast-paced 'bigger than a startup' environment where everything isn't quite yet 'figured out' and new projects strike as quickly as a bolt of lightning

To learn more about us or view all available positions, visit our website at www.qualifacts.com

Qualifacts provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. We believe in providing employees with a work environment free of unlawful discrimination and harassment. In addition to federal law requirements, Qualifacts complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This applies to all terms and conditions of employment, including recruiting, hiring, placement