



## HeavyConnect Content Specialist

### **Mission**

HeavyConnect empowers food producers to simplify operations and work-life with easy collaboration software.

### **About us**

Based in California's Salinas Valley, HeavyConnect is the leader in mobile workflows for the farming industry.

HeavyConnect simplifies operational complexity and regulatory compliance for the agriculture industry by leveraging the burgeoning capabilities of standard mobile devices. We have created a mobile platform that digitizes the paper-based workflows of remote farming and processing operations. Since inception, HeavyConnect has evolved beyond digital data collection to providing workflow collaboration tools for teams that focus on Food Safety, QA, Pest Management, Worker Safety, Employee Time & Attendance, and more.

### **About the role**

We are seeking a Content Specialist to join our Sales & Marketing team. The Specialist is responsible for telling the HeavyConnect story by generating content, collateral, ads, and a web presence that reflects our value propositions and highlights customer stories in our voice. This role reports directly to the COO.

### *Responsibilities*

- Accountable for all content marketing across digital and print (primarily digital) to drive traffic to engage prospective customers, engage leads that deliver sales, and customer retention.
- Write and review compelling copy and ensure it mirrors the HeavyConnect voice and effectively communicates HeavyConnect's value propositions.
- Work with the leadership team to set KPIs; track and report KPIs to COO on a bi-weekly basis.
- Manage the entire content creation process across multiple mediums including digital advertising, website copy, videos, social media posts, and printed materials.
- Work with the Sales and Customer Success teams to create sales enablement and customer retention materials such as landing pages, email campaigns, product one-pagers, and more.

- Editorial requirements include: basic SEO understanding, content categorization and structure, content development, distribution, and measurement. Development and management of editorial content and governance so content is consistent with our brand voice, style, and tone.

## **About you**

- Minimum 2-3 years of experience in content creation.
- Startup experience preferred.
- Experience creating content for the web and growing audiences.
- Tech experience: Hubspot, Office 365, GSuite, Slack, video production.
- Excellent collaboration skills and highly responsive.
- Strong ability to manage multiple tasks and organizational responsibilities.
- Present professionally with exceptional interpersonal, written, and verbal communication skills.
- An editorial mindset; attention to detail, copy, and design.
- Highly resourceful with an ability to work independently and remotely with minimal direction.
- Excellent comprehension skills; able to synthesize feedback and apply broadly.
- Spanish & English fluency desired but not required.

## **More...**

*Company:* HeavyConnect, Inc.

*Location:* Monterey County, California, USA; remote possible

*Compensation:* The ideal candidate will receive a competitive salary and a full benefits package.

*Inclusion:* Come as you are. We celebrate diversity and are committed to creating an inclusive environment for all employees. HeavyConnect is an equal opportunity employer.

*To apply,* email [contact@heavyconnect.com](mailto:contact@heavyconnect.com) with the subject line "Content Specialist Application". Please include your resume within the body of the email.