

You love copy writing and editing, and have fun doing animated video production. You've played a role in the marketing game before, but now you're ready for some ownership.

HYPE Innovation needs you to dive in here. Our Marketing team is looking for a content creator with strong writing skills and stronger thinking skills. We need you to produce and curate multiple types of downloadable resources, as well as blog articles so that people do believe the HYPE. In addition, we want you to grow your skill set with some engagement in event coordination, and full-stack marketing strategy.

Passionate Content Marketer with Desire to Grow

Responsibilities:

- Produce various types of resources that convince, cajole, pique, and otherwise attract. Flowers. Bees. Honey.
- Take ownership of our blog and organize and review posts from internal and external authors as well as publish your own articles.
- Research and analyze competitor messaging and positioning to shoot holes in the tedious content they publish.
- Edit white papers and reports in collaboration with internal and external authors.
- Creatively devise new content formats – or “borrow” gracefully and legally from other sources.

Requirements:

- You're highly creative and an excellent writer.
- 2-4 years of experience producing content, especially for the web; you can provide work samples.
- Channel-specific knowledge (blog, SlideShare, LinkedIn, Twitter, etc.).
- Experience building audiences either online or offline.
- You have an entrepreneurial mindset: you are ready to try stuff and fail – but learn from it and seize victory at last!
- AND an incremental mindset: you can also be process-driven, think scale, and rely on data to make decisions.
- Proficiency with multiple development and delivery tools such as Photoshop, Camtasia, and InDesign among others.

About HYPE Innovation:

We are obsessed with ideas. Wait, strike that. We are obsessed with finding and developing ideas that make a difference for our clients. We lay down the rails and they drive the idea trains. Since 2001, HYPE Innovation has helped organizations around the world surface literally millions of ideas that have been examined, expanded upon, and experimented with, then bathed, dressed up, and released to an adoring marketplace. HYPE takes great pride in being the trusted partner who has helped clients realize billions of dollars while actually changing the world. Don't believe it? Watch this [video](#). At least the last 10 minutes. And one of your first responsibilities will be to fix text like the above as well as other company blurbs.

As an equal opportunity employer, we do not discriminate in recruitment, selection, compensation, or any other employment-related activity with respect to a person's race, color, nationality, religious belief or affiliation, sex, age, ethnic or national origin, marital or family status, sexual orientation, gender identity or activity or current or past disability.



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