



people connecting people

**INTERNETWORK  
ENGINEERING**

As a strategic service provider, Internetnetwork Engineering (IE) provides customized technology solutions that make a positive business impact for mid-market and enterprise clients throughout the Southeast. We're helping healthcare companies provide world-class care, educators inspire learners wherever and whenever, and governments deliver smart services while conserving precious resources.

These are just a few examples of the exciting and challenging work we perform every day. To continue our success, we need the best and brightest minds to join the IE family. We're growing and are looking for top performers who are passionate, team-oriented, inspired by the possibilities of tomorrow and able to inspire others. If your goal is to help solve complex problems for large businesses and organizations that have a purposeful impact on people's lives, we want to hear from you!

We provide a challenging, fun, and fast-paced work environment with a focus on personal and professional growth and work-life balance. If you're ready to take the next step in your career and provide meaningful business and technology advice with exceptional customer service, apply by emailing your resume and a cover letter to: [careers@ineteng.com](mailto:careers@ineteng.com).

The **Digital Content Specialist** is a key member of the Marketing Team and plays a pivotal role in the development of creative and compelling content that increases awareness and brand visibility, drives demand generation and enhances audience engagement while conveying "the voice of the company".

A successful candidate will have a solid technical affinity, proven ability to write persuasively across multiple mediums - digital, social, mobile, print - strong copy editing skills, exceptional communication and the ability to work collaboratively in a team environment as well as cross-functional teams and external organizations.

## What you'll do:

- Work closely with Sales & Marketing to conceive, write and deliver compelling, keyword-rich content for a range of mediums - online, digital, social, mobile and print - targeted at technical and business audiences, particularly in the field of information technology solutions and services
- Write technical content that speaks to various client-specific personas and market segments; creating a user-friendly experience for the reader
- Process complex technical information into compelling, relatable content that produces high response rates
- Own the content creation and optimization process end-to-end from initial concept to strategy to research, approvals, fact-checking, key words, editing and final proofing
- Conduct keyword searches, test for relevance, and optimize content for SEO
- Develop and post engaging content, videos and images to Facebook, YouTube, Twitter and LinkedIn paced through an editorial calendar
- Develop visually appealing templates to enhance the presentation of content
- Inbound marketing via Hubspot: Develop and organize workflows for digital marketing campaigns
- Work within the website CMS to help keep website and blog up to date.



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## Who you'll work with:

The **Digital Content Specialist** reports to the Marketing Manager, and has collaborative relationships with Sales, Pre-Sales, Project Managers, Engineers, and Client Services.

## What we're looking for:

- Bachelor's or Associates degree in English, communications, journalism, marketing or related field or a combination of relevant experience
- 3-5 years proven writing and editing experience working with and writing about high tech products and services in the modern B2B technology industry
- 2 years minimum experience working with SEO content, online business writing, social media and content management
- Proficiency creating templates in MS Word, Power Point, Publisher and/or other content applications
- Ability to quickly research, organize and process information from multiple sources
- Ability to write content in a variety of styles, voices and tones, adaptable to different target audiences, product categories and branding initiatives
- Working knowledge of industry standard style guides including but not limited to AP style
- 2 years minimum experience working with inbound marketing platform, Hubspot

## Compensation:

Compensation for this role will be based on candidate's experience, work history and overall fit for the position. IE offers a competitive benefits package including health insurance and matching 401K.

## How to apply:

Please email your cover letter, resume and samples of your work to [careers@ineteng.com](mailto:careers@ineteng.com). For more information about IE, please visit: [www.ineteng.com/careers](http://www.ineteng.com/careers).