



RECRUITMENT VACANCY

Content Writer

Bulletproof, an innovative and expanding Cyber Security specialist, is looking to recruit a Content Writer to help create engaging and compelling material across multiple platforms including websites, landing pages, case studies, white papers and more. Joining us at an exciting time as we look to launch our new market-disrupting SAAS-based Cyber Security offering focusing on SMEs, we are looking for someone who has a natural flair for turning features into benefits, crafting attention grabbing headlines and tailoring content to the motivations and needs of our market.

With touchpoints internally across Bulletproof, the Content Writer, supported by our experienced marketing team, will play a key role in producing exciting and innovate copy. With a base salary of up to £28,000, this is an ideal opportunity for someone motivated to build their career in copy and content in a role which will help form a key part of our digital lead gen and marketing strategy. An overview of the main duties has been provided below:

- Create copy and content for our group websites (UK and US) that positions our key propositions with confidence and promotes our products and services;
- Work with the Lead Gen and Marketing teams to create engaging content to be used across all parts of our Lead Gen campaigns;
- Test and refine web page content to constantly improve results and drive a better ROI;
- Understanding our clients persona, write and edit copy for sales enablement material, emails, case studies, and videos that clearly demonstrates customer value and sets us apart from the competition;
- Adopt SEO best practice across all online content while also appealing to our audience;
- Actively keep abreast of Bulletproof's products and services to ensure content is always accurate and up-to-date;
- Work with the marketing team to ensure brand guidelines and correct tone of voice is used to achieve maximum customer engagement.

Skillset, Experience and Qualifications;

- Experience of Copy/Content Writing in a B2B environment is preferred;
- Ability to translate technical content into customised, benefits-led copy;
- Experience in creating original copy for new products preferred;
- Solid understanding of the principles of writing for the web;
- Understanding of SEO principles and how these align to web copy preferred but will be trained by our inhouse SEO specialist;
- Experience in creating and optimising successful landing pages preferred;
- Exceptional written skills with a strong attention to detail;
- Ability to build strong working relationships with colleagues and external partners;
- Strong Microsoft Office skills with experience of using a creative design software;
- Ability to remain calm under pressure and meet deadlines;
- Ability to prioritise and handle multiple tasks/projects at any given time;
- Pro-active and enthusiastic with a can do attitude;
- Ability to work on own initiative as well as being a team player.

COMPANY OVERVIEW

ABOUT BULLETPROOF

YOUR BEST DEFENCE AGAINST CYBER THREATS

Bulletproof are one of the fastest-growing cyber security companies in the UK, with a passion for developing innovative solutions to combat modern, dynamic cyber threats. Bulletproof is a vibrant organisation with a proven track record of creating new and exciting security products, and is driven by the desire and talent of our staff.

Good security is in our corporate DNA, and we believe that our information and cyber security services are the best way to stay ahead of the hackers, take control of your infrastructure and protect your business-critical data. Key to our success is our in-house UK Security Operations Centre (SOC) – a state-of-the-art 24/7 command station for all of our cyber security and compliance operations.

Bulletproof is the dedicated cybersecurity arm of the ServerChoice Group, an organisation with over 10 years' experience in providing secure online services. The Group owns and operates multiple data centres, extensive dark fibre networks, runs scalable secure cloud environments and provides intelligent DevOps services. Your attention will be focussed solely on the Bulletproof brand.

USEFUL LINKS

www.bulletproof.co.uk

www.targetdefense.com

www.serverchoice.com

Please note that as part of the recruitment process a criminal records check will be carried out by an authorised third party.