



RECRUITMENT VACANCY

SALES CONTENT WRITER (B2B TECHNOLOGY)

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KEY FACTS

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|----------|--------------------------|
| LOCATION | Stevenage, Herts (UK) |
| CONTRACT | Full time, permanent |
| SALARY | Competitive |
| CONTACT | people@bulletproof.co.uk |

OVERVIEW

Bulletproof is looking for a talented B2B copywriter to create compelling content for multiple platforms including websites, landing pages, case studies, white papers and more. This brand new role will form a key part of our digital lead gen and marketing strategy.

The ideal candidate should have a proven track record in writing copy that increases engagement and drives quality leads.

You'll have a natural flair in turning features into benefits, crafting attention grabbing headlines and tailoring your content to the motivations and needs of your reader.

PRIMARY RESPONSIBILITIES

- Creating copy for our group websites (UK and US) that builds authority and effectively promotes our products & services.
- Working with the lead gen team to create engaging content for landing pages, ads, and all parts of lead gen campaigns.
- Testing and refining web page content to constantly improve results and drive a better ROI.
- Understanding the buyer persona, write and edit copy for sales enablement material, emails, case studies, videos that clearly demonstrates customer value and sets us apart from the competition.
- Adopting SEO best practice across all online content while also appealing to your audience.
- Keep informed on new products and services in the business to ensure content is always accurate and up-to-date.
- Ensuring brand guidelines and correct tone of voice is used to achieve maximum customer engagement.
- Providing editorial excellence while meeting deadlines.

SKILLS REQUIRED

- Minimum 5+ years' experience B2B copywriting.
- Minimum 3+ years' experience writing for the cyber security/technology sector.
- Ability to translate technical content into customised, benefits-led copy.
- Experience in creating original copy for new products & services.
- Solid understanding of the principles of writing for the web.
- Understanding of SEO principles and how these align to web copy.
- Experience in creating and optimising successful landing pages.
- Experience in writing impactful sales and marketing material across print and digital.
- Ability to manage multiple projects and meet deadlines.
- Exceptional written skills and attention to details.
- Ability to build strong working relationships with colleagues and external partners.

BULLETPROOF BENEFITS

- 25 days annual holiday
- An additional day's annual holiday for your birthday
- Enhanced pension contribution
- Private medical insurance
- Subsidized gym membership
- Company perks platform
- Frequent team events
- Relaxed working environment

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

ABOUT US

BULLETPROOF

YOUR BEST DEFENCE AGAINST CYBER THREATS

Bulletproof's innovative cyber security services are the best way to stay ahead of the hackers, take control of your infrastructure and protect your critical business data. Bulletproof's core belief is driving innovation through our range of cyber security products to deliver true value to the UK market and beyond. Key to our success is the Bulletproof SOC (Security Operations Centre). This is the command centre of our cyber security operations, home to security analysts and researchers as well as being the base of operations for our penetration testing and scanning teams, as well as our strategy/compliance consultants.

Staff are our lifeblood, and we ensure all Bulletproof team members are experts in their individual disciplines, holding relevant qualifications and certifications where appropriate. By way of example, here's a small sample of our staff and corporate certifications:

Bulletproof are:

- CREST approved
- Tigerscheme certified
- PCI DSS v3.2 Level 1 Service Provider
- Cyber Essential Plus certified
- ISO 27001 certified
- ISO 9001 certified

SERVERCHOICE GROUP

Bulletproof are part of the ServerChoice Group, an organisation with over 10 years' experience in supplying cloud-based, secure services to clients across a diverse range of industries. The ServerChoice Group of companies is a market leader in providing innovative digital/IT, connectivity and security services. With decades of experience, our focus on delivering flexible world-class services means the ServerChoice Group is proud to be trusted by SMEs and multinational corporations around the world.

USEFUL LINKS

www.bulletproof.co.uk

www.serverchoice.com



 01438 532 900

 contact@bulletproof.co.uk

 www.bulletproof.co.uk