

Content Creator/Copywriter

JOIN THE MPSTOOLBOX TEAM!

Title: Content Creator/Copywriter

Company: MPSToolbox

Location: Kingston, Ontario

Status: Full Time (37.5 hours per week)

Job Description:

MPSToolbox is looking for a positive, results-driven individual to join our hard-working team and help us achieve marketing goals for MPSToolbox and our clients, as our company continues to grow. The successful candidate will work within the Marketing team and be primarily responsible for strategic content development. This would include, but will not be limited to, blogs, landing pages, website copy, and ad copy. To be successful in this role, you should have experience with digital publishing content creation that generates traffic and leads for new business.

Experience/Qualifications:

- We're looking for someone who loves writing and wants to make a career out of it!! A university degree in English / Literature or related fields is required.
- Strong grammatical skills and editing capabilities are required in this role.
- Able to conduct research, interpret information, and derive insights to inform content strategy and direction.
- Well-organized and detail-oriented, with the ability to spot errors.
- Demonstrate expertise in writing compelling and creative copy for multiple mediums, audiences, and objectives.
- Excellent communication skills (with a key focus on written communication).
- Demonstrate ability to work on several projects simultaneously and adhere to deadlines.
- Experience writing blogs and various other forms of content including social media content, landing pages, email campaigns, and website content would be considered an asset.
- A good understanding of marketing principles and SEO would be considered an asset but is not required.
- A growth mindset and desire for ongoing learning is important in every role at MPSToolbox.
- Additional language proficiency (French, Spanish or German) would be considered an asset.

Key Duties:

- Content creation for clients (including website, email, social media, advertisements, and blogs).
- Review and edit marketing materials and content written by other team members to ensure consistency and effective communication.
- Compose and post online content on our corporate website and social media accounts to inspire customers to interact with our business.
- Boost SEO traffic to the company website as well as client websites for optimal online visibility.
- Undertake daily administrative tasks to ensure the functionality and coordination of the department's activities.

Work Hours

- Monday - Friday 8:30 am to 5:00 pm
with a 1 hour lunch break

Why MPSToolbox?

Our office is located in the Seaway Coworking building in beautiful downtown Kingston and we offer flexible work from our office and work from home options. Our team receives a competitive salary, technology benefits, and corporate wellness benefits including a fitness membership.

We're a fun group of people who love what we do and take pride in our work. Every member of our team is trusted with great responsibility and given the opportunity to grow and learn every day. Our company is also continuing to expand and new opportunities continue to arise—meaning if you're up for a challenge and enjoy a fast-paced work environment with a great team, this could be an exciting next step in your career development.

Company Profile

MPSToolbox was founded in 2010 by Laura Kittner and Norman McConkey, who have successfully founded, grown, and managed multiple technology, marketing strategy, and media companies. Today, MPSToolbox has a diverse group of clientele in both Canada and the United States. MPSToolbox focuses on building digital marketing strategies for Business to Business (B2B) organizations. We are certified Shopify Experts and have built over 100 e-commerce websites and develop Shopify Apps for the close to 500,000 Shopify e-commerce websites online today.

Contact Us Today

If you are interested in this opportunity, please send a detailed cover letter, as well as a copy of your resume to clauzon@mpstoolbox.com.

MPSToolbox would like to thank all applicants, however, only those who qualify for an interview will be contacted.