

frevvo is a cutting edge automation software company based on Connecticut. We've helped hundreds of customers along the path to digitally transforming their businesses by taking their everyday processes online so that employees spend less time on paperwork and more time on the work that matters.

At frevvo, we really do put employees first. You'll work with an elite team of world-class people in a highly dynamic, flexible environment that values work/life balance. As a small company, we strive to be highly productive without a lot of red tape and hierarchy.

We're looking for a superstar content marketer to help us connect our solutions with the customer. This is a full-time, mid-level position. We prefer local candidates but are open to working with the right candidate anywhere in the United States.

### **What you'll do**

You are a born Content Marketer, responsible for crafting and owning world-class demand generation and thought leadership content in support of frevvo's solutions. You'll build relationships with technical and domain experts at frevvo, surfacing the most compelling stories and ideas to produce engaging and beautiful content.

You'll produce a wide range of asset types including cornerstone content, blog articles, case studies, editorials, landing pages, emails and ads. You will also be responsible for measuring the direct impact that these assets are having in support of our core business objectives.

You will be in charge of a budget, work with outside vendors and contractors in support of your output, and build a culture of internal contributors. You will take complete ownership of building and scaling an ongoing content program for frevvo.

## **What you bring**

You LOVE to write and write with a reporter's eye towards creating sticky and gripping messages that establish frevvo as the most recognizable brand in a crowded and confusing space.

You also think strategically and create marketing messages aligned with our sales objectives. You understand how to sift through myriad possibilities and make decisions. You make hypotheses, test them out continuously and adopt the most successful ideas.

Your message masters are brand, thought leadership, B2B technology solutions and sales pipeline.

Any experience with Marketo would be a strong plus.

frevvo is an Equal Opportunity Employer. We do not accept unsolicited resumes from recruiters or employment agencies.