

Product Marketing and Content Writer

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Company: RAD

Location: Tel Aviv-Yafo

Category: other-general

Product Marketing and Content Writer

Responsibilities

Work closely with PLMs to distill product and solution positioning in line with GTM strategy

Conduct market and competitor research to develop winning messaging

Build customer-facing materials, including presentations, solution briefs, website copy, white papers and eBooks, analyst materials, articles, nurturing cadences, blog posts, social media posts, and more

Create sales support tools

Maintain content calendar to meet campaign, event and product release plans

Website: Edit content and maintain pages

Email marketing: Create/edit mailers and newsletters

Handle industry award submissions

Manage and monitor company-moderated groups on social media

Requirements

5+ years of experience in B2B technology marketing and content development

Strong task management and organizational skills

Native English speaker

Proven ability to effectively communicate value to varied (technical and business) audiences

Experience in the telecom industry: an advantage

Location: Based at the RAD headquarters in Ramat Hachayal, Tel Aviv. Hybrid option twice/week.

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