



**Marketing Specialist, Content & Creative**  
**Constellation HomeBuilder Systems**  
**Markham, ON**

**The Position**

A dynamic and creative content specialist with the ability to write and edit content for a wide range of marketing communications. The successful candidate will be an extremely talented, passionate and detailed writer with a creative eye who will aid in the planning, development, and implementation of our content marketing strategy.

This position will report to Director of Marketing.

To be successful in this role you need to be a self-starter with outstanding written and verbal communication skills, who can juggle and execute multiple projects from start to finish within tight timelines. You enjoy brainstorming to come up with content and campaigns ideas that are unique and memorable. In addition to your passion for writing, you also have a knack for envisioning the final creative product/project – visual aspects included. You enjoy working with brand and creative designs. You work well with others and are comfortable collaborating with other teams and with reaching out directly to customers.

If you love technology, can manage deadlines, are well organized, and are keen to join an industry leader — we would love to hear from you!

**Roles and Responsibilities**

- Creating, editing and packaging content, including videos, infographics, e-guides, sales brochures and more
- Conducting customer interviews to generate compelling testimonials and success stories.
- Developing concepts and unique content that will feed into strategic marketing campaigns spanning across multiple touch points; ensuring content maps to programs for lead generation
- Working closely with marketing associate on creating content for webinars
- Creating a compelling and lead generating content for the company website
- Managing all customer and prospect communications; working closely with email specialist to create ideas, flow and approve content for nurture emails, drip campaigns and email cadences
- Creating and managing design projects for major content pieces, events, and website initiatives; utilizing an outside designer and ensuring prompt project delivery
- Building and developing relationships with internal cross functional teams, particularly product, sales, professional services and customer care teams
- Creating content for yearly customer conference and seminars

## **Qualifications and Skills**

- A minimum of 3 years of content marketing experience
- Highly skilled writer with a strong sense of graphic design and brand identity management
- A self-starter who is able to work with minimal day-to-day supervision
- Creative, resourceful, and out-of-the-box thinker
- Excellent written and verbal communication skills
- Background in technology marketing is a must
- B2B writing experience is an asset
- University or College degree in Business Administration with a concentration in Marketing or Communication field
- Strong ability to multi-task and perform under tight timelines
- Analytical thinking: build and manage all content-related metrics, and ensure that every piece of content is helping us generate more leads, pipeline and revenue
- Strong interpersonal skills and capacity to work across all levels and departments in the organization

## **What You'll Love About Us**

- Dynamic, fast-paced marketing team – we're open to new ideas, love getting creative and trying new things
- Opportunity to shape the content strategy for a leading software company and write about exciting content topics (homebuilding technology)
- Opportunity to work with individuals across multiple business units (sales, marketing, customer care, product development etc.)
- Great health & dental insurance benefits
- Corporate bonus program

## **About the company**

Constellation HomeBuilder Systems (CHS) is the leading software provider exclusively focused on the homebuilding industry. Our comprehensive suite of homebuilding software solutions range from production and accounting, new home sales and marketing, home warranty and service and home builder website solutions. Our company is the fastest growing and most successful provider of fully integrated information management solutions for homebuilders. Our team is composed of experienced and motivated self-starters who enjoy the thrill of working in a fast-paced environment.

Our parent company is Constellation Software Inc., a well-capitalized, publicly traded company that specializes in vertical market software. Join our team for the benefit of working with a medium sized company while enjoying the support and opportunity of being part of a large organization.

IS THIS YOU?

**To apply for this position please submit your resume to:**

Elmira Abushayeva, Director of Marketing  
at [eabushayeva@constellationhb.com](mailto:eabushayeva@constellationhb.com) and copy to  
Human Resources at [cyau@constellationhb.com](mailto:cyau@constellationhb.com)

For details, please visit our website at [www.constellationhb.com](http://www.constellationhb.com)

“An Equal Opportunity Employer”

Hiring Period: Starting April 11, 2019