

**Business to Business Copywriter**

Cognism is the smart all-in-one marketing and sales acceleration solution. We provide organizations a GDPR compliant way to prospect leads and enrich data and are a next-generation revenue intelligence platform that uses AI to help customers discover their next best business opportunity.

Our service is used for B2B lead enrichment, lead generation and marketing/sales automation. Currently we already have 200+ clients and have released native applications for Salesforce and Microsoft Dynamics.

Our specialities include - Lead Generation, Sales, AI, ABM, Outbound, Data Cleaning, Email Verification, Data Enrichment, Outbound Marketing, Lead Prospecting, and GDPR.

**The role:**

As a B2B Copywriter, you’ll be responsible for producing exceptional content and copywriting for Cognism’s Customer Success teams as well as the sales force who drive new client acquisitions, which ultimately supports the SaaS product development and Marketing activities, and effectively communicates Cognism’s proposition to our target audience.

Working alongside the Customer Success and Sales teams, and the wider Marketing function, the role will require an understanding and appreciation of how content can play a critical role in expressing our product, and ultimately supporting us to reach our global goals.

Working with the teams that generate revenue for our business means that you must always ensure that both teams are aligned and working towards the same objectives.

The successful candidate will have an unparalleled eye for detail, be an excellent communicator and be able to prioritise and deliver on several projects at once. If you are ambitious, creative and articulate, then this is an opportunity to make a meaningful impact in a global business that is growing rapidly.

**Key skills a candidate would need include:**

* Experience of writing B2B sales content.
* Experienced producing and writing B2B sales enablement content.
* Superior written and spoken language skills.
* A creative individual that has a superior command of digital marketing, creativity and has a sense of urgency.
* Confidence in communicating ideas and delivering compelling copy content across print, digital and social media.
* A proven track record of producing well-researched, insightful, creative, and analytical copy.
* Well-developed research skills, an enquiring mind, and a natural curiosity to find out and absorb information about unfamiliar topics, products, or markets to become an expert quickly.
* You have an eye for detail and have got time management down to a tee.
* You have a passion for writing!
* You are able to present a strong portfolio of material.