



COPY & CONTENT WRITER

Worldwide Protective Products has an immediate, full time opening in its Marketing department for a Writer. Under the supervision of the Marketing Manager, you'll be responsible for developing and disseminating product and company messaging, both digital and traditional. This includes the company website, product sell sheets, email campaigns, press releases, newsletters, sales presentations, web content, and more.

Responsibilities

- Develop an understanding of Worldwide brands and products as well as the Personal Protective Equipment (PPE) category, competition, customers and consumers of our products.
- In conjunction with marketing team members, develop content, communications and product listings geared towards helping prospects and customers understand our products.
- Write clear, grammatically correct copy that appeals to specific target audiences that may include the news media, our sales team, key distributors, and safety managers in manufacturing facilities nationwide.
- Perform online research, analyze competitive activity, and develop product value propositions.
- With an understanding of how copy and content relates to SEO success, create and manage content for the corporate website and social media platforms.
- Develop and manage website communications including writing and updating product details, keywords and meta data.
- Assist marketing and sales with the development of videos and PowerPoint presentations.
- Maintain a high level of quality, assuring drafts and final versions of all marketing materials are properly proofread, and reviewed/approved by marketing manager before distribution.

Competencies & Qualifications:

- Bachelor's degree in marketing or related field preferred
- 1-2 years experience with digital content creation and copywriting
- Business to business experience a plus
- Excellent writing skills and ability to produce compelling ad copy
- Ability to find relevant data online, analyze the information and make recommendations
- Attention to detail and commitment to consistency
- Fluent in MS Office; Working knowledge of web content management software as well as SEO and social media best practices and standards
- Experience with Google AdWords and Google Analytics helpful
- Flexible and solutions-oriented, with good time management and organizational skills

About Worldwide Protective Products

A leading US manufacturer of high-performance gloves, sleeves and garments, Worldwide Protective Products safeguards workers in high-risk industries against potentially disastrous accidents. Known for our high quality Advanced Technology Armor® (ATA®) brand of cut resistant gloves, sleeves and garments, Worldwide specializes in the development of innovative personal protective equipment (PPE) for end users in the automotive, metal fabrication, glass handling, paper manufacturing, plastics, aerospace, construction, food processing and foodservice industries.

To Apply:

Please email your interest and resume to: vbates@wwprotective.com