



## Content marketing writer

Possessing captivating and persuasive writing skills, the Marketing Content Writer will be tasked with writing web-friendly content that combines Laserax's marketing strategy and the industry's technical aspects. The candidate will be responsible for executing and managing the content strategy across Laserax's digital platforms as well as writing original and well-documented texts for a wide variety of B2B commercial and marketing documents.

### Company description

Laserax works with the world's leading manufacturers to implement automated laser marking and cleaning solutions. Providing turnkey machines and OEM systems, the driving force behind Laserax is the desire to push the limits of laser technology and establish new standards in the industry.

### Responsibilities

- Research industry-related topics (combining online sources and interviews) to create unique and innovative content
- Write clear marketing copy to promote our products, technical content, and blog articles optimized for search engines and conversion
- Continuous optimization of the content to increase search traffic and the conversion rate
- Writing press releases and newsletters
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)

### Qualifications

- Proven work experience as a Content Writer, Copywriter or similar role
- Native English speaker (or equivalent)
- The ability to write clear, engaging and clean copy
- Experience with B2B marketing
- Understanding of the digital and social media world
- Attention to details and quality of results
- Autonomous, ability to work under pressure and meet tight deadlines

## Why work for Laserax?

1

***Your work has a direct impact on the company***

At Laserax, there's room for your ideas and initiatives. Besides, there's a good chance you're going to set them up!

2

***Being at the forefront of innovation***

Being actively involved in the creation of a Quebec flagship in its field is quite exciting!

3

***A dynamic team!***

There are a number of social activities to get to know each other better. Here we are talking about sugar shacks, escape games, hockey games, restaurants, etc. For the summer season, we have BBQ's all together!

4

***A quality of life***

Work-life balance is essential!

We offer group insurance (including dental), flexible hours and mobile days. In addition, we are closed during the Holidays! Take the opportunity to relax, especially since you get paid to do it!

*Our corporate values are*  
***Fun, expertise, commitment and***  
***creativity***

Send your resume at  
**rh@laserax.com**