



Job Title: Marketing Content Designer

Work Schedule: We cannot guarantee a specific number of work hours per week; however, current estimates call for 10-20 hours a week. Your work schedule can be flexible, as long as you meet all job responsibilities and attend regular virtual meetings as needed during normal business hours.

Job Classification: Non-Exempt

This job reports to: Melissa Roberts Tims, Chief of Staff

Primary Location: Remote Position

About Tangible:

We are a Customer Experience (CX) research, strategy and design firm. We help Fortune 500 and emerging brands design, build, sell and support products and services that people want to use.

Marketing Content Designer Responsibilities:

Tangible's Marketing Content Designers create compelling and creative marketing content for various types of media to meet user and business requirements through a combination of research, collaboration, and strategy.

Responsibilities include:

- Designing compelling and effective written concepts, marketing copy for websites, emails, video scripts and other assets, informed by project goals and guardrails provided by producers and clients
- Digesting and adhere to existing brand editorial guidelines, voice and tone guidelines, and messaging/content strategies
 - Assisting in the development of new messaging/content strategies
- Implementing marketing or product strategy through content design
 - Brainstorming, concepting and collaborating with creative team, including client stakeholders and internal and external agency partners
 - Delivering several iterations on a theme, or varied options for consideration
 - Punching up copy (headlines, online ad copy) for marketing purposes, to drive click-throughs, sales, and feature adoption
- Collaborating with producers and creative strategists on project needs, deliverables and timelines
- Bringing a positive, inquisitive attitude to every assignment and demonstrating your talents as a creative thinker and an expert in your craft



- Serving as an editorial resource on project assignments, reviewing copy for grammar, punctuation, and style; participating in QA efforts before assignments are completed
- Optimizing existing live content — working alongside analysts and designers to identify opportunities to improve conversion through improved usability

Skills & Abilities:

- Experience developing written content for a variety of media and styles
- Experience writing marketing copy for websites, emails, ads, videos or other online marketing efforts
- Ability to write compelling content that adheres to client voice and tone guidelines
- Strong relationship management, communication, and interpersonal skills
- Strong collaboration skills – works effectively as part of a virtual team or in person
- Can prioritize concurrent projects and manage time effectively
- Self-starter who can work independently with minimal supervision
- Thorough and organized, with outstanding attention to detail
- Quick learner who can pivot and adapt as client needs change
- Willing to provide and receive constructive criticism and make changes based on feedback
- Ability to keep sensitive client and agency information confidential at all times

Experience:

- Must have at least 3-5 years' experience as a marketing content designer / copywriter / editor
- Proficiency with Google Docs, comfort with adopting use of other collaborative software e.g. Figma
- Experience with online project management (e.g. Teamwork) and communication tools (e.g. Slack) or similar
- 2+ years agency experience preferred
- 1+ years writing for SaaS and/or Fintech brands preferred

Education: Bachelor's degree in a related field or equivalent experience in the industry

Essential Mental/Physical Functions:

- Sit or stand for extended periods of time using a computer or phone
- Work alone or with others in an office environment or virtually

**Required Equipment/Software:**

- Tangible provides licenses for the following, as needed:
 - Google Workspace (email, Files, Docs, Sheets, Slides)
 - Harvest time-tracking software
 - Slack, Teamwork, or other team collaboration software
 - Microsoft Office (Word, Excel, and PowerPoint)
 - Apple Keynote
 - Figma and Mural as needed
- Personal equipment (computer, phone, other; e.g., tablet) is provided by each employee. Some client engagements will require the installation of key VPN and/or other software.

We believe in equity in the workplace.

Tangible is committed to telling diverse stories, reflecting our diverse audiences, and drawing from diverse experiences and perspectives. Tangible is an equal opportunity employer and values equity and inclusion.

If this sounds like you and you are interested, we'd love to hear from you! Please send jobs@tangible-ux.com the following:

- A resume and cover letter
- 3 references (we will not contact them unless you've given us permission to do so)