

## Sales Enablement Content Strategist

### Description

At TTEC Digital, we coach clients to ensure their employees feel valued, and fully supported, because an amazing customer experience is an employee first process. Our vision is the same, a place where employees know they can thrive. TTEC Digital is seeking a Sales Enablement Content Strategist to join our marketing department. This is a 100% fully remote role. Reporting to the Manager of Content Strategy & Production and working in close tandem with the TTEC Digital Practice Marketing and Sales teams, this experienced content writer and B2B content expert will directly contribute to sales enablement efforts designed to generate leads and drive revenue. This professional will partner with creative staff on a range of ambitious and innovative projects, while also maintaining individual responsibility for delivering high-quality content. Primary responsibilities include developing and measuring the success of sales enablement content; maintaining consistency and scalability across the overall sales enablement content library; and governance of our sales enablement platform, Seismic. This professional will contribute to and execute on TTEC Digital's sales enablement content strategy, collaborating with other creatives and marketing managers. Applicants should provide a portfolio that demonstrates the development of engaging sales enablement materials within a B2B industry, with highly technical subject matter.

**What you'll be doing:**

**Your First Week:** You'll learn the ropes, gaining understanding of what we do and the voice of our company, the culture of our team, and the state of our brand. You'll explore the current state of our sales enablement materials within Seismic.

**Your First Month:** You'll gain understanding of our internal business partners and begin forming a foundational understanding of our brand. You'll meet subject matter experts from throughout the company, understand our go-to-market strategy, provide insight into how we can optimize, and begin delivering content to supplement planned marketing activities.

**Your First Three Months:** You will be fully contributing to content strategy and execution across our business and working diligently with our marketing managers to craft successful sales enablement materials. You will understand your KPIs and goals and be at a point to see returns on the first efforts to which you contributed.

**Your First Six Months:** You will be seen as an expert in our sales enablement content, have full understanding of how to successfully equip our sales team. You will be working collaboratively with our other content team members and creatives to expand the breadth of our materials, and working with our marketing managers to help them understand how content can innovate and augment their sales enablement activities.

**First Year & Beyond:** You will have established a record of successful content development and execution, demonstrated your leadership capabilities around sales enablement, collaborated with peers in our marketing space and communicated regularly with business leaders across our company. You will be contributing to multiple marketing activities simultaneously, turning in deliverables on time and with outstanding quality. You will continue to drive the development of future best practices on an ongoing basis within our Creative team.

**Key Accountabilities:**

- Writing & Creative Thinking:** Creation, editing, and optimization of content for use in sales enablement. Application of storytelling skills to create appealing, satisfying, and informative content.
- Strategy:** Application of subject matter expertise around sales enablement, applied in conjunction with macro-level content strategy from Marketing leadership, to achieve marketing goals.
- B2B & Technology Expertise:** Leverage fluency of our industry, our clients, and our expertise to think creatively, act quickly, and plan thoughtfully for what comes next.
- Communication:** Work with other members of the team to create a consistent story across all platforms, teaming up with subject matter experts and organizational leaders around production, post-production, and delivery of content.
- Collaboration:** Partner with practice marketing managers and sales teams to

### Hiring organization

TTEC Digital

### Job Location

US: Remote

### Base Salary

\$ 50000 - \$ 105000

### Date posted

May 29, 2024

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develop content that supports sales goals, augments the brand and drives success. Work to assess the effectiveness of launched content, proactively working to improve and refine sales enablement strategy for ongoing success. Innovation: Continually drive expansion of what we do and how we do it; developing emergent best practices, and creating new forms of content to achieve sales enablement goals. Analytics: Measure, track, and report on content metrics to evaluate sales enablement results and effectiveness across practices. What you'll bring: Bachelor's Degree in marketing, communication, journalism, or related area. Experience in B2B marketing, preferably in customer experience, technology, or software industries. Knowledge and demonstrated abilities around the development of sales enablement materials to support B2B sales teams. To be considered, candidates must provide a link to an online portfolio or work samples. Proficiency in AP style rules and editorial standards. Experience managing a robust content management system such as Seismic. Demonstrated skills in creativity, strategy, and project management. Ability to influence, manage, change, and inspire colleagues and peers without direct authority. Excellent communication skills to pitch ideas and messaging, provide creative direction to technical SMEs, convey project needs, and listen and hear others' messages. Preferred: Experience in B2B and IT services. Previous experience working with Sales & Marketing teams in a B2B environment. What you can expect: The anticipated range for individuals expressing interest in this position is \$75K to \$95K. Actual compensation offers to a candidate may vary based on geographic location, work experience, education, and/or skill levels. This position is eligible to participate in an annual incentive program. Benefits available to eligible employees include Medical, dental, and vision. Tax-advantaged healthcare accounts: Financial and income protection benefits. Paid time off (PTO) and wellness time off: \$75,000 – \$95,000 a year. #LI-JF1 About Us: TTEC Digital and our 1,800+ employees, pioneer engagement and growth solutions that fuel the exceptional customer experience (CX). Our sister company, TTEC Engage, is a 60,000+ employee service company, with customer service representatives located around the world. TTEC Holdings Inc. is the parent company for both Digital and Engage. When clients have a holistic need, they can draw from these independently managed centers of excellence, TTEC Digital and TTEC Engage. We are also delighted to share that TTEC has been awarded the Great Place To Work 2024-2025 certification based on outstanding employee experience across 14 countries. TTEC is a proud equal opportunity employer where all qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, sexual orientation, gender identity, national origin, disability. TTEC has fully embraced and is committed to expanding our diverse and inclusive workforce. We strive to reflect the communities we serve while delivering amazing service and technology centered around humanity. Rarely do applicants meet all desired job qualifications, so if you feel you would succeed in the role above, please take a moment and share your qualifications. #LI-RemoteUS Please mention the word **\*\*VIVID\*\*** and tag RMTAwLjI3LjIwNy45Mw== when applying to show you read the job post completely (#RMTAwLjI3LjIwNy45Mw==). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## Contacts

Job listing via RemoteOK.com