

LifeSpeak Inc.

Content Marketing Specialist – B2B (Wellbeing Industry)

Want to use your writing skills as a force for good? Get pumped about bringing wellness to life through fresh, engaging content across multiple mediums? We are LifeSpeak Inc., a leading provider of digital solutions for whole-person wellness, and we're looking for an innovative, creative, skilled content marketer to be a part of our team!

Picture this:

You transform complex research into irresistible blogs. You craft compelling videos that inspire leaders to support employee wellness. You create eBooks and lead magnets that help sell our suite of wellness solutions to organizations and partners. You write thoughtful and engaging social media posts. You bring your passion for wellness and fresh ideas to the table every week. You leverage AI to work efficiently, and create high quality, creative content with a human touch.

As our Content Marketing Specialist, you'll apply your creative skills across content strategy and hands-on creation for a B2B audience (with some B2C content included). With support from our all-star marketing team, you'll have the tools, resources, and autonomy to produce inspiring content that creates change.

You'll report to our Director of Marketing and Communications while working closely with Channel Marketing and Product Marketing.

This digital-first role offers:

- Flexibility to work when and where you are at your creative best.
- The chance to flex your skills across video, writing, visuals, and digital formats.
- The opportunity to immerse yourself in our suite of wellness products.
- Cross-functional collaboration with channel marketing, product marketing, sales enablement, client success, social media, and PR teams.
- Access to cutting-edge creation tools and AI to spark efficiency.
- Ongoing professional development and growth opportunities.

Requirements:

- Bachelor's degree in marketing, communications, or related field.
- 5+ years of content marketing experience.
- Experience leveraging AI tools for content creation and improving workflows. (We can also train you on this.)
- 3+ years of B2B writing and copyediting experience, a plus if it's in healthcare and/or human resources sectors.
- Experience writing for social media.

- Detail-oriented and highly organized.
- Willing and able to take feedback on writing.
- Ability to create standout content across mediums while maintaining brand messaging and a consistent tone of voice.
- Passion for wellness and eagerness to learn our suite of products.
- A basic to intermediate understanding of SEO.

Bonus points:

- Ability to create short videos for social media using simple online video tools.
- French language skills or experience in handling translation requests.
- Experience working within WordPress, including on-page optimization and post creation.
- Experience in healthcare, wellness, or tech companies.
- Experience working with graphic designers, creating basic graphics, or selecting stock photography. (Make sure to mention these in your application!)

Benefits:

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive pay, benefits, unlimited flexible time off, and paid holidays just to name a few. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

LifeSpeak Company Overview:

LifeSpeak Inc. is the leading whole-person wellbeing solution for employers, health plans, and other organizations. LifeSpeak Inc.'s suite of digital solutions allows organizations to provide best-in-class content and expertise at scale, empowering individuals to live their healthiest lives. As the parent company to *LifeSpeak Mental Health and Resilience*, *LIFT session Fitness*, *ALAViDA Substance Use*, *Torchlight Parenting and Caregiving*, and *Wellbeats Wellness*, LifeSpeak Inc. provides a flexible portfolio of wellbeing solutions across mental health, wellness, fitness, nutrition, substance use, and caregiving. LifeSpeak Inc. has more than 30 years of collective experience working with Fortune 500 companies, government agencies, insurance providers, and others across the globe. Insights from LifeSpeak Inc.'s digital and data-driven solutions uncover gaps in wellbeing at the individual and organizational levels, ultimately enhancing workplace performance outcomes.

Passion – Operate with a sense of urgency, enthusiasm, initiative, and commitment

Authenticity – Deliver genuine experiences that foster meaningful connections

Integrity – Commit and execute with honesty, credibility, and reliability

Innovation – Continue to lead in the wellbeing industry in ways to engage more people

Collaboration – Work together as a TEAM to meet our clients' and business' objectives

To apply:

Please send your cover letter and resumé to us and make sure to include why you are interested in this job and how your skills make you a great fit for the role. Please include a link to a portfolio or writing samples.

This is a remote position available to anyone in Canada. A writing assignment will be a part of the interview process to ensure fit. The salary range for this role is 60-70k Canadian.

If you love wellness, are eager to grow, and know how to create effective content that drives impact - take a chance on us! Let's start the conversation. Bring your full, creative self - we can't wait to meet you!