**Content Writer**

**Job Description:**

* Write clear, compelling and thought leadership content for a variety of media including, but not limited to: blog articles, guides/ebooks, case studies, web/landing pages, and emails.
* Partner with project stakeholders to assess project needs, interpret creative direction, and adapt points from creative briefs to help with messaging and create copy that reaches the intended goals.
* Research a subject, determine interesting angles, create eye-catching headlines, and expertly craft copy that drives reader retention and conversions.
* Produce error-free content that adheres to the company's brand guidelines and drive brand consistency across all company communications.
* Own and maintain company blog (https://repairdesk.co/blog) and present ideas for timely and relevant articles
* Work with the Content Manager to develop and maintain a bi-weekly content calendar
* Assist with the continued development and implementation of brand guidelines
* Use SEO principles and research to maximize copy's reach
* Conduct in-depth research and interviews
* Edit and proofread copy as needed
* Experience in B2B SaaS a plus

**Job Specification:**

* BS (CS/SE/IT/Business Management/Marketing) or related will be preferred.
* Must have 2+ years of experience in B2B SaaS Product Marketing (Preferable in US Region).
* Must have language proficiency and know the grammar rules very well.
* Basic knowledge of SEM & SMM

**Perks & Benefits:**

* Provident Fund
* Paid Leaves (Casual, Medical & Annual)
* Subsidize Lunch/Dinner
* Maternity & Paternity Benefits
* Long Service Awards & Recognition
* Fuel & Mobile allowances
* Quarterly Performance Bonuses
* Trips & Tours
* Friendly and motivated work environment

**Location: Jeff Heights, Gulberg III, Lahore**

Please share/refer updated resume to **careers@repairdesk.co**

**Product Marketer**

**Job Description:**

* Key role for the go-to-market team. Works collaboratively with Sales, Product Management, Marketing Communications, Demand Generation, and other teams to drive growth and customer success.
* Messaging: Develop product positioning and messaging that differentiates the product in the market.
* Content: Owns and creates content (e.g. data sheets, infographics, solution briefs, white papers, user guides, web tutorials, web content, presentations, sales documentation, product videos, website copy, blog posts, release announcements) to articulate the benefits of the product to the world.
* Case Studies: Interviews customers on Skype or Zoom and prepare case studies promoting RepairDesk as the no.1 Repair Shop Management System.
* Sales enablement: Partner with Product Management team to communicate the value proposition of the product to the sales team. Develop the sales tools and training that support the selling process of the product. Assist sales on calls when appropriate to provide deeper dives into the product.
* **Product Launch:** Plan the launch of new related products and releases and manage the cross-functional implementation of the plan.
* **Customer Intelligence:** Be the expert on buyers of the product, how they buy and their buying criteria.
* **Market/Competitor Intelligence:** Be the expert on competition. Follow and analyze market trends to position the product and identify new required capabilities.
* Experience in B2B SaaS is a huge plus

**Job Specification:**

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