



**Job Title: Content Marketing Specialist**  
**Location: Office-Based (Troy, NY)**  
**Reports to: Senior Marketing Manager**

LevrX Technology Inc., is an exciting customer-driven and results-focused healthcare software applications company that is providing the healthcare industry with levers to optimize pharmacy outcomes. Our mission to develop powerful, relevant, and unique solutions is fueled by our commitment to our customers to improve the patient experience and reduce the cost of care.

LevrX is seeking a talented and detail-oriented **Content Marketing Specialist** to join our growing marketing team. This role will be responsible for creating engaging content across multiple platforms, developing high-quality visuals, and assisting in the execution of marketing initiatives.

#### **Key Responsibilities:**

- Create high-quality graphics, videos, copy and other materials for marketing campaigns, blog posts, social media, and client communications.
- Adapt and align content to various client brand guidelines while ensuring consistency and creativity.
- Optimize content for search engines and social media platforms, and track and report on key performance metrics to measure success.
- Collaborate with internal teams to create content for the upcoming website redesign, including copywriting, visual concepts, and design layout.
- Design and execute email marketing campaigns targeted at both the sales and engagement teams to boost utilization and pipeline growth.
- Ensure all content reflects LevrX's voice and message while catering to different target audiences.
- Additional duties as assigned

#### **Requirements:**

- Bachelor's degree in Marketing, Graphic Design, Communications, or a related field.
- 2+ years of experience in content creation, graphic design, or a similar role.
- Proficiency in Adobe Creative Suite, Canva, HubSpot, MailChimp, and PowerPoint.
- Strong writing and editing skills
- Experience with website content management systems (CMS), SEO knowledge is a plus.
- Excellent communication, time management, and organizational skills.
- Ability to work both independently and in a collaborative team environment.
- Comfortable in a fast-paced environment and able to meet tight timelines without compromising quality.
- Eagerness to learn new industries, technologies, and software as needed to stay competitive.



Salary Range: \$45K-55K

Interested applicants should direct their cover letter & resume to [careers@levrx.com](mailto:careers@levrx.com).