



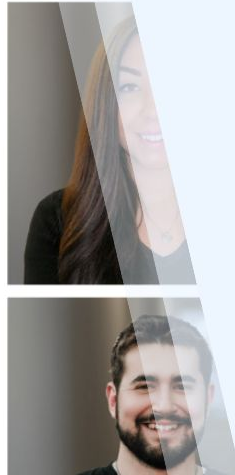
driveresearch

Content Marketing Specialist

Job Description

2026





Grow, Innovate, and Thrive With Us Join Us and Shape the Future of Market Research

We're a global market research company looking for intrapreneurs who like to take initiative, solve problems, and make a real impact.

You will have visibility into all areas of the business and the chance to apply your strengths across client work and our brand. Whether you're managing timelines, building processes, supporting clients, creating content, improving operations, or helping shape how we show up in the market, you will see your work matter quickly.

We built Drive Research to be a place where great work can happen without forcing a one-size-fits-all schedule. Our team has the flexibility to work where they're most productive, whether that be at home or our Upstate New York office.

You can also expect perks that reflect trust and ownership, including extensive paid holidays, flexible time off (no formal vacation policy), competitive salary and benefits with bonus opportunities, more.

Let's drive better decisions, together.

Job Summary & Responsibilities

Drive Research is looking for a B2B Content Marketing Specialist to help our market research company support growth across content marketing, SEO, email, and social media. This person will create and optimize website content, blog posts, guides, email campaigns, and social posts that help buyers self-educate and convert. You will work closely with the Director of Marketing and collaborate with internal teams to turn our expertise, research insights, and proprietary data into content that generates measurable results.

Responsibilities

- Work closely with the Marketing Director to oversee the content marketing strategy of the company.
- Responsible for writing, editing, and developing content for online marketing channels such as blog posts, guides, website (service and industry pages), digital ads, email, press releases, and more.
- Conduct keyword research and competitor content audits to identify new blog, service page, and industry page opportunities.
- Identify opportunities to improve content based on performance data, including traffic, keyword rankings, engagement, and conversions.
- Ensuring that SEO, AEO, and GEO strategies are effectively implemented.
- Repurpose research findings, survey data, and client insights into multiple content formats
- Creating and administering organic content on all social media platforms, such as LinkedIn, Facebook, and Instagram to build an audience and ensure customer engagement. It includes both copy and graphics.
- Writing, designing, and sending email marketing campaigns in our CRM software (HubSpot).

What We Value in This Role

Minimum Position Requirements



- 1 to 2 years of experience in B2B content marketing, SEO, or inbound marketing.
- Bachelor's degree in marketing, communications, journalism, business, or related field.
- Strong writing and editing skills, with experience creating B2B marketing content such as blog posts, guides, website pages, emails, case studies, and sales assets.
- Hands-on experience with SEO best practices, including keyword research, on-page optimization, and updating existing content for improved performance.
- Experience creating and sending email marketing campaigns in HubSpot or a similar marketing automation platform.
- Experience publishing and updating website content in WordPress or a similar CMS.
- Familiarity with social media content creation for platforms such as LinkedIn, Facebook, and Instagram, including writing copy and creating basic graphics.

Necessary Skills



- Highly motivated self-starter with strong ownership and follow-through.
- Strong attention to detail for writing, editing, publishing, QA, and execution.
- Strong content optimization skills with a willingness to test, learn, and improve performance.
- Strong written communication skills, especially in B2B services or consultative industries.
- Ability to manage multiple content projects, deadlines, and stakeholders without dropping details.
- Comfortable collaborating with leadership and subject matter experts while also working independently.
- Curious and adaptable, with a willingness to learn new tools, platforms, and content strategies as priorities evolve.

Other Perks That Make Us a Great Place to Work

Workplace flexibility

Though based in Liverpool, NY (209 Second St., Suite 1C), Drive Research supports full remote flexibility. Work where you do your best work, because performance is measured by outcomes, not a desk. We still love in-person connection, so we plan team lunches, happy hours, volunteer events, and other gatherings.

Extensive paid holidays

We close for a long list of paid holidays, including New Year's Day, MLK Day, Presidents' Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Columbus Day/Indigenous Peoples' Day, Veterans Day, Thanksgiving Day, Black Friday, and Christmas Day. It's a perk our team genuinely appreciates, and your friends might envy.

No policy for vacation or time off

There's no set PTO bank. Take the time you need, when you need it, and manage your schedule responsibly. We trust you to own your deadlines, communicate early, and keep projects moving. It's a true give-and-take relationship, where we step up when needed and recharge when we can.

Competitive salary, bonus, and benefits

Along with a competitive salary, you'll be eligible for a year-end bonus tied to business development goals, productivity, and overall company success. Quarterly commission is available for contributions to sales calls and outreach. Benefits include healthcare with employer contribution towards your premium, 401(k) company match, plus full dental and a life insurance plan.

Equipment and swag

You'll start with the tools you need to do great work, including a Dell Latitude laptop, wireless keyboard and mouse, and a work backpack. It's part of the welcome package you receive during onboarding and training, so you can get set up quickly and feel like part of the team from day one.



Our 4 Core Values



Responsiveness

We eat, sleep, and live market research. To accelerate insights, we prioritize communication. Our team follows-up with clients immediately, pushes the status quo for turnaround time, and creates a new definition for fast. We put in the extra time that other market research firms do not (because we enjoy it).



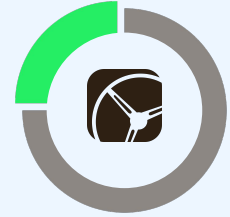
Growth

We invest in our employees, our company, our culture, our clients, and the community. We want our staff to grow personally and professionally while also helping our clients' organizations grow. Our give-back program donates a portion of revenues for each project, which also helps grow our community. Everybody wins.



Perspective

Market research focuses on others' perspectives, opinions, and beliefs. We employ the same strategy with our market research clients. We center our entire business model around you. We walk in your shoes from research design to analysis, through recommendations. We answer your questions before you ask.



Drive

After all, it is our name. We're more than just data-driven strategies. Drive relates to our passion for our work, flexibility in our work environment and with client projects, and the impact and ROI our market research generates. We ask more from our market research, you should too. We believe in better.



Clients

B2B

Google



PEPSICO

McKinsey
& Company

intuit.

Clutch

SIEMENS

B2C

amazon

Walmart



Apple

TARGET

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KOHL'S

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Better Data. Better Decisions. Better Strategy.

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