Beispiel 4: Content Designer bei HubSpot

Note: HubSpot content designers focus on user experience and product. They don't work on content marketing, blogging, social media, or documentation. If you're interested in a marketing position, please see our open roles.

Description

You might call yourself a UX writer, content strategist, information architect, or other titles. Regardless, you're welcome here and you'll have the opportunity to do meaningful product content design work that makes a difference to businesses around the world.

Our leaders know what content design is, what you do, why it matters, and how it has impact. So you'll be empowered to dig deeply into product as an equal partner to your peers. We're also planning to grow the content design team in a big way over the next year, so there's never been a better time to join!

As a content designer at HubSpot, you'll partner with product teams to identify hard problems and own their solutions. You'll work closely with product managers, product designers, UX researchers, engineers, product analysts, and other cross-functional partners to make the complex clear, efficient, and even enjoyable for our customers.

It's the best of both worlds: you'll partner with small, highly iterative product teams while enjoying the support, community, and resources of a large, experienced UX organization made up of nearly 200 other designers and researchers.

Our content designers care about creating great customer experiences while also generating impact for our business. We're looking for people who can be creative and persistent about achieving both without sacrificing one for the other.

In This Role, You'll

- Design, deliver, and iterate on end-to-end experiences that help our customers and our business to grow better
- Drive content design solutions for product teams, exploring different ways to solve problems with clear, concise, meaningful language
- Evaluate and prioritize work for multiple teams, regularly presenting your ideas and work to a variety of colleagues for feedback and iteration

- Manage relationships with cross-functional partners to build trust and increase the value of content design
- Integrate and advocate for global-first practices, accessibility, and inclusive principles in all of your work
- Learn and become fluent in the HubSpot Canvas design system and our content design systems and tools

We're Looking For People Who

- Take an inclusive, global-first, and deeply human approach to creating content
- Have solved complex product problems with clear and simple content design solutions
- Are comfortable with ambiguity and can break it down as part of a cross-functional team
- Understand how to collaborate with a variety of different people and roles
- Measure the impact of their content, iterate, and report out on results
- Show strong growth mindset and are able to learn from setbacks
- Are excited to build a world-class content design practice!

One more thing you should know…

There's a lot of research showing how marginalized groups of people may not apply for jobs unless they meet 100% of the qualifications. We also know that content designers come from many backgrounds with different experiences that might not seem "standard"—and that's okay! We really value people who bring unique perspectives and add new knowledge to our team.

But you might not feel like you "check all the boxes" as you read this job post. That could be because of impostor syndrome or a confidence gap, especially if you've been marginalized or excluded in the past.

We get it. And we feel these things ourselves, too. But we hope you'll apply anyway because we'll take great care in working with you.

We know the confidence gap and imposter syndrome can get in the way of meeting spectacular candidates, so please don't hesitate to apply — we'd love to hear from you.