



COPYWRITER / CONTENT CREATOR

Job Listing

Summary/Objective:

Our company is seeking a talented copywriter / content creator to join our team of savvy and passionate marketers. You will be responsible for planning and writing content that will drive lead generation and overall engagement. You must be able to thrive in a fast-paced environment, translate business insights into content strategy, and possess a strong creative sense & approach to copy.

Essential Functions:

- Write, edit, and oversee the timely execution of brand guidelines to deliver blog posts that are highly engaging, SEO friendly and easily shareable across social media
- Collaborate with team leads and project managers to write compelling marketing content that complements clients' business goals
- Develop a brand voice with style, quality and tone consistency across several platforms
- Develop processes for managing copy workflow and publishing
- Ensure all content is consistent in terms of style, quality, tone of voice, and optimized for search and usability
- Route materials for approval throughout various departments. Take ownership of the routing process and understand comments and questions that arise during the process

Professional Skills:

- Clear, clever writing that engages readers/viewers.
- Demonstrated ability to make content that engages the appropriate audience
- Comfort working independently or in close collaboration with a team
- Incredible organization skills and attention to detail
- Experience following a brand's personality as communicated through voice and style
- Social media savvy
- Knowledge of social media and web publishing tools is a bonus



Required Technical Skills:

- An expert level understanding of copy for social media platforms Twitter, Instagram, Youtube
- Experience with SEO copywriting, combine SEO techniques with compelling web copywriting to turn increased website traffic into increased revenue for your business
- Knowledge of AP Style or Chicago Manual of Style and writing in American English as well as an understanding of how people talk on Twitter (abbreviations, etc.)
- Advanced knowledge of Microsoft Office (Word, PowerPoint, and Excel)
- Experience with Google Suite Apps, cloud services, and other technology tools
- Strong Internet connection is required, along with experience using communication tools like Zoom

Education and Experience:

- Bachelor's degree in English, journalism, communications, or related field
- 2+ years of professional writing and editing experience (writing samples required), including 1+ year of professional blog writing experience
- Experience in SEO/SEM optimization for blog writing a plus

Additional Information

Supervisory Responsibility: This position has no supervisory responsibilities.

Work Environment: This job operates in a virtual, office setting. This position is primarily sedentary in a climate controlled office with little exposure to environmental hazards.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This is largely a sedentary role. The employee is frequently required to sit for long periods of time.

Position Type and Expected Hours of Work: This is a hourly, contract position. Days and hours of work are Monday through Friday, 8:30 a.m. to 5 p.m. Occasional evening and weekend work may be required as job duties demand.

Other Duties: Please note this job listing is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.