

ENTRY-LEVEL WRITER

JOB DESCRIPTION #1803

JOB SUMMARY

Part-time, in-house, entry-level copywriter to work with management, team members, and clients, on research, strategy, creation and maintenance of marketing content, for blogs, email campaigns, websites, digital ads, and social media campaigns.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Collaborates with clients, management, team members, partners and vendors.
- Conducts content marketing research and contributes to strategies based on research.
- Assist Social Media Marketer in creating content for posting on all designated social media outlets.
- Assist Marketing Copywriter in drafting and editing monthly blogs and email campaigns for clients.
- Collaborates with Social Media Marketer and Marketing Copywriter to help with reporting, and content calendars as needed.
- Writes marketing copy based on content strategy.
- Maintains copy for content marketing programs.
- Other duties may be assigned.

TECHNICAL REQUIREMENTS

- Knowledge of marketing copywriting and social media copywriting.
- Basic knowledge of content marketing principles.
- Basic knowledge of search engine optimization copywriting.
- Basic knowledge of website marketing.
- Experience with Facebook Business Manager a plus.
- Competence with Microsoft Word and Excel.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required.

EDUCATION & EXPERIENCE

Four-year college or university program certificate; or two to four years related experience and/or training; or equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business information, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to use hands to finger, handle, or feel. The employee is occasionally required to stand, walk, and reach with hands and arms. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT

The noise level in the work environment is moderate due to the open and proximate nature of team members. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.