

## Content Writer

### Responsibilities

- Produce well-researched content for publication online and in print
- Organize writing schedules to complete drafts of content or finished projects within deadlines
- Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content
- Communicate and cooperate with a writing team, including a content manager, editors, and web publishers
- Follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, and blogs
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement
- Apply best SEO practices in writing to maximize the online visibility of a website in search results

### Required Skills & Qualifications

- Proven record of excellent writing demonstrated in a professional portfolio
- Impeccable grasp of the English language, including idioms and current trends in slang and expressions
- Ability to work independently with little or no daily supervision
- Strong interpersonal skills and willingness to communicate with clients, colleagues, and management
- Ability to work on multiple projects with different objectives simultaneously
- Strict adherence to the style guides of each company and their policies for publication
- Good time management skills, including prioritizing, scheduling, and adapting as necessary
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Familiarity with each client's requirements and the company's brand image, products, and services
- Experience working for a B2B software company would be preferred.