

Content Writer

A Content writer crafts and edits content for our digital platforms. The ideal candidate is an expert wordsmith and storyteller that can communicate our messages in a compelling way.

In addition to original copy for our website, emails, and promotions, this service includes creating blogs and articles based on in-depth journalism, research and interviews.

Role and Responsibilities

1. Perform online and on-the-ground primary research for blog posts, articles, guides and other content
2. Produce, edit and customize written content for all our platforms, including our website, email newsletters, Facebook and Instagram
3. Proofread and edit contributed content before publication
4. Ensure all-around editorial consistency and standards
5. Coordinate with graphic design to illustrate articles
6. Strategize and create article series that align with our communications goals.
7. Conduct simple keyword research and use SEO guidelines in creating content
8. Write and A/B test our web copy, including CTAs, value propositions and landing pages
9. Work with the marketing team to analyze content performance metrics, such as total attention time, click-through rate and social following growth, and apply those insights to improve existing content and develop better content ideas for the future
10. Help identify audience needs and gaps in our content and recommend new topics

Preferred qualifications and skills

1. Bachelor's Degree in English, Creative Writing, Journalism or related field
2. Proven work experience as a Content Writer, Copywriter or similar role
3. Excellent writing and editing skills in English
4. Portfolio of published articles
5. Ability to research and learn about a wide range of topics
6. Experience working with Wordpress
7. Knowledge of Chicago Manual of Style
8. Familiarity with web publications

General Qualifications

1. Results-oriented; proven ability to prioritize, drive and achieve results through self and others under time pressure.
2. Demonstrated ability to work productively with counterparts in a cross-functional capacity
3. Ability to effectively prioritize and manage your time to address multiple responsibilities with an uncompromising approach to hitting deadlines
4. Must be able to respond quickly in an environment of changing priorities
5. Must be able to communicate in a calm and collected fashion

Time Commitment:

At present, the position requires a minimum commitment of 4 to 8 hours per week. Devotees seeking full-time service may need to accept additional responsibilities while the service develops.

How to Apply

To apply for this position, please use our online application form at <http://gbcsp.com/serviceapplication>

To see other available positions and to learn more about the GBC SPT, visit <http://gbcsp.com/service>