

Senior Writer/Content Strategist

Words At Work seeks a full-time Senior Writer/Content Strategist to develop strategic content and provide creative direction. The ideal candidate will have previous writing experience, preferably in an agency or news media setting. The primary focus of this position will be to transform ideas and insights into compelling marketing content in a variety of forms.

Responsibilities

- Write all forms of marketing deliverables, both digital and print
- Content deliverables will include white papers, videos, web copy, e-books, advertisements, presentations, press releases and strategic messaging documents
- Think conceptually and collaborate with designers, developers and video teams – provide creative direction
- Research industry topics and stay current with market trends
- Perform search engine optimization (SEO) tasks
- Maintain strong client loyalty through excellent service and strong creative/content
- Consult with clients to develop campaign strategy and requirements

Qualifications

- 5+ years of experience writing and creating quality content across a variety of media
- B2B or B2C strategic planning and messaging
- Content marketing experience, including writing, concepting and promotion
- Bachelor's degree in journalism, English or a related field
- Understanding of social media distribution and its role in content strategy
- Proficient in MS Office Suite (Excel, Word and PowerPoint)

About Words At Work

Founded in 1988, Words At Work is a collaborative, entrepreneurial firm committed to helping its clients build strong, profitable brands. Clients utilize us as a full-service marketing agency. They can also look to us for selected services, such as brand development and messaging, content marketing, website development, social media, PR and product naming.

For more information or to apply, please visit www.wordsatwork.com/careers.

Words At Work is an equal opportunity employer. We are committed to hiring employees regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.