

Senior Writer and Content Strategist

Words At Work seeks a full-time Senior Writer and Content Strategist to develop content, provide creative direction and produce a range of deliverables from web pages, white papers to teaser videos. Writing experience is required, preferably in an agency, creative services or media organization. Our firm has a long client list and a reputation for producing exceptional content on a wide range of topics, so being self-directed and curious is important.

Responsibilities

- Write all forms of marketing deliverables, including blogs, e-books, white papers, videos, web copy, ads, presentations, press releases and brand messaging documents
- Think conceptually and provide creative direction/input for designers, developers and video teams
- Research industry topics and stay current with trends that are relevant to our clients
- Maintain strong client loyalty through customer service and strong creative/content
- Consult with clients to develop brand awareness, demand generation and sales enablement strategies
- Edit and proofread content created by other team members
- Ensure all content aligns with brand guidelines, marketing objectives, and SEO best practices
- Adapt writing style and tone to suit different clients, audiences, and formats
- Conduct research to understand complex B2B products, services, and industries

Qualifications

- 5+ years of writing experience, preferably for B2B brands and at an agency
- Concepting, strategic planning and messaging skills
- Bachelor's degree in Marketing, Communications, Journalism, English or a related field
- Understanding of social media distribution and its role in content strategy
- Exceptional writing, editing, and proofreading skills across various content formats
- Solid understanding of SEO principles and content marketing best practices
- The ability to write well is the most important of these desired criteria

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 strategy, content marketing, website development, sales enablement, demand generation, social media and public relations.

Our compensation program includes market-competitive salaries, a generous bonus plan based on company and individual performance, and a 401(k) retirement plan. Employee medical, dental, disability and life insurance are 100-percent employer paid.

For more information about Words At Work, visit <http://www.wordsatwork.com> or contact careers@wordsatwork.com.

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.