

CONTENT WRITER

Fronetics is a leading marketing firm located on the North Shore in Amesbury. Our firm works with companies to create and execute digital and content marketing strategies.

THE JOB

We are looking for Content Writer to join our rapidly growing team. The Content Writer will be responsible for creating quality content including: blog posts, white papers, case studies, ebooks, reports, and emails. The successful candidate will excel at researching and writing.

The Content Writer must be able to produce high quality content, meet deadlines, and work with the team to meet the needs of our clients.

DUTIES AND RESPONSIBILITIES

- Work with the account team and client to develop editorial calendars.
- Adhere to and adjust editorial calendars to reflect strategy and client needs.
- Translate business objectives and strategy into compelling written content for specific audiences.
- Write, edit and publish content including: blog posts, white papers, case studies, ebooks, reports, and email content.
- Understand basic research techniques and methodologies and use them to support development/execution of client campaigns.
- Monitor and adjust content to fit with brand guidelines.
- Strong organizational and communication skills and great attention to detail.
- Solid understanding of technical writing and the B2B and B2C market.
- Source images for blog content.
- Publish content to blogging platforms (HubSpot and WordPress).

REQUIRED SKILLS/KNOWLEDGE/EXPERIENCE

- Must have experience with content creation. Experience with content creation for blogs preferred.
- Superior written and verbal communication skills
- Basic knowledge of search engine optimization and search engine marketing fundamentals
- Excellent interpersonal and presentation skills
- Ability to think, plan and execute resourcefully, across multiple tasks
- Ability to work without the need of constant supervision

- Ability to work “project based”
- Flexible schedule is OK

This is a contract position.