

## Content Writer Job Description (Contractor)

We are looking to hire a dedicated content writer to create content for blogs, articles, product descriptions, social media, and the company website. The content writer's responsibilities include evaluating analytics to adjust content as needed, regularly updating the company's website, and promoting the company blog by pitching articles to various third-party platforms. You should also be able to follow editorial guidelines when creating content.

To be successful as a content writer, you should keep abreast of the latest SEO techniques. Ultimately, a top-performing Content Writer should be able to contribute to the development of strategies that will increase reader engagement.

### Content Writer Responsibilities :

- Conducting in-depth research on industry-related topics in order to develop original content.
- Developing content for blogs, articles, product descriptions, social media, and the company website.
- Assisting the marketing team in developing content for advertising campaigns.
- Proofreading content for errors and inconsistencies.
- Editing and polishing existing content to improve readability.
- Conducting keyword research and using SEO best practices to increase traffic to the company website.
- Creating compelling headlines and body copy that will capture the attention of the target audience.
- Identifying customers' needs and recommending new content to address gaps in the company's current content.

### Content Writer Requirements :

- Bachelor's degree in communications, marketing, english, journalism, or related field.
- Proven content writing or copywriting experience.
- Working knowledge of content management systems.
- Proficient in all Microsoft Office applications.
- A portfolio of published articles.
- Excellent writing and editing skills.
- The ability to work in a fast-paced environment.
- The ability to handle multiple projects concurrently.
- Effective communication skills.

### Desired knowledge , skills, and abilities :

- Passionate about being the change through innovation and fresh thinking
- Familiarity with Christian organizations helpful
- Experience working with all levels in an organization; must be a team player and able to work collaboratively with and through others
- Ability to handle multiple tasks, prioritize, and work independently, using creativity and initiative to overcome obstacles and complete tasks accurately and on deadline
- Digital proficiency and a curiosity for emerging technologies

### Notice:

To perform this job successfully, an individual must be able to perform the primary job responsibilities with or without reasonable accommodation. The above statements are intended to describe the general nature and level of work being assigned to this job. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of individuals in the job. This job description is not an employment agreement and/or an expressed or implied employment contract. Management has the exclusive right to alter this description at any time without notice.