



JOB DESCRIPTION

Position Title: Content Writer	
PAYSCALE: TIER 3	
Key Responsibilities	Brief Description of Duties
<p>Experienced Content Writer with the ability to develop unique, conversational and interesting content for Company website, blog, company web properties and newsletter, including technical writing and Social Media.</p>	<ul style="list-style-type: none"> ● Routine writing tasks include the following: <ul style="list-style-type: none"> ○ Research, write and edit web and intranet content from scratch ○ Write web content based on material supplied by client or employer ○ Edit print documents for publication online ○ Edit web pages for on-screen readability ○ Write material for e-zines (electronic magazines) ○ Proofread final draft of web pages ○ Writing Interactive content for high level of presence in blogs, forums and other online properties of the company ○ Press release writing ○ eBook writing ○ Blogging ○ Creative writing ○ Article writing ● Analysis of industry content, finding and developing new ideas for web content. ● Assuring web content is user-friendly and key-worded for SEO benefit. ● Interactive content with user-generated content for LinkedIn, Facebook pages/posts/twitter. Some experience creating or sourcing content for websites/blogs especially for ecommerce sites. ● Should be competent in writing titles and content for meta keyword and description tags.
<p>Key Qualifications</p>	<ul style="list-style-type: none"> ● Must have at least 1 year of Content Writing experience ● Must be a good writer. Must have a knack for writing in English and be good with grammar. Also, be sure of your spellings, punctuation, and online readability expectations. It also helps to be able to write fast and accurately. ● Be prepared to produce fresh and quality content daily. This means having a good source of ideas, knowledge, and research resources at hand. ● Time management skills required. You must be disciplined. You'll need to create a schedule for daily writing. ● Must know the importance of keywords, search engine best practices, and how to write search engine friendly content. ● Must be proficient with MS Office Suite (Word, Excel, PowerPoint) ● Proficient with Google Suite (Docs, Sheets, Gmail, Calendar) ● Excellent English oral communication skills ● Ability to work as part of a collaborative team remotely ● Candidate must be very organized and detail oriented ● Creative problem solver and highly adaptable to client needs ● At least 2 years of college or vocational course required ● Knowledge of keyword research using Google AdWords ● Knowledge of blogging and WordPress preferred



Technical Requirements	<ul style="list-style-type: none"> • Computer Processor is at least Dual Core (for both primary and backup computers) • Computer Memory/RAM is at least 4GB (for both primary and backup computers) • Computer Operating System is at least Windows 7 • Both primary and backup internet connections should be running on a 3Mbps plan or higher with at least a download speed of 2Mbps • USD headset with noise cancellation feature • A quiet work environment
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Core Competencies	
Key Competencies	Performance Standards/Results
Effective Communication	<ul style="list-style-type: none"> • Presents information both clearly and concisely and regularly confirms correct interpretation of information. • Very high standard of communication skills both written and oral for the presentation of facts and ideas. • Written communication must be clear, concise, and easy to read and comprehend.
Organization of Work	<ul style="list-style-type: none"> • Demonstrates the ability to handle several projects simultaneously. • Implements the key principles of time management, task allocation and priority assignment in addition to personal organisation. • Continually seek ways to improve the service provided via development of professional skills and personal growth. • Initiates and responds to suggestions for improving service.

Position Requirements / Selection Criteria
Essential Knowledge, Skills and Abilities
Extensive computer and internet literacy
High Speed Internet Connection
Highly Proficient in English Language
Available to work on US business hours
Long term commitment
Proficiency with advanced Microsoft Office applications including Word, PowerPoint and Excel; and Google suite
Attention to detail and a high level of accuracy in all output
1+ year prior experience in Content Writing
Must be able to work with minimum supervision
Open to ongoing training

IMPORTANT NOTE:

Check out [“Open Positions”](#) for more details on all Tier 3 positions available.

Fill out [“Join Us” form](#) to start the application process.