



Content Writer/Editor

Job Details

Job title: Growth Marketing Executive: Content Writer/Editor

Contract Type: Full-time/permanent

Location: Derry/Londonderry (fully remote working option available)

Hours of Work: 40 hours per week

Salary scale: Negotiable

Overview

Grofuse is hiring a Content Writer/Editor to join our engagement-generating and results-focused content team.

This content team leadership role involves producing clear, clean, engaging copy on a broad range of different topics to target markets in a wide range of sectors.

You will play a central role in the creation of content-driven websites, content marketing campaigns, brand journalism and digital public relations that drive engagement to both generate leads and convert prospects into customers.

Our fast-growing digital growth agency offers plenty of room for growth and development in a tight-knit team that thrives on delivering real results for our clients.

You will have a strong nose for news and a knack for cutting through the noise to catch your audience's attention. You will know how to capture your reader's interest, understand their challenges and create content to meet their needs. You'll have an instinct for what good content looks like and how to create, improve and promote it.

If you get a kick from creating content that drives action by turning prospects into customers and customers into fans, Grofuse may be your perfect match.

Responsibilities: Your Role Summary:

- Create content that drives demand, customer engagement, and online traffic, with the aim to deliver higher qualified sales pipelines and customer retention.
- Conduct high-quality research and interviews using your strong capacity for customer empathy in order to understand the needs and desires of our clients' and those of their customers.
- Interpret creative briefs to develop and produce creative concepts for website pages, newsletters, news/press releases, email marketing, pay per click advertising, social media posts, blogs, etc.
- Write long-form and short-form SEO-friendly content.
- Comfortably vary voice, tone, style, and other writing characteristics to suit respective client briefs.
- Edit and proofread copy to ensure it meets our editorial standards.
- Work closely with marketing managers to turn creative briefs into integrated marketing and brand journalism campaigns for use across multiple channels.
- Work with Grofuse team members and our clients to deliver on content marketing/brand journalism strategies and editorial planning.
- Develop content plans and content ideas rooted in strategic thinking to support clients' respective communications objectives
- Follow editorial guidance and company/client branding, including style and tone.
- Optimise content based on routine metrics of user traffic and engagement.
- Repurpose content for use across different mediums, including news releases, video scripts, social media posts and more.
- Assist in conducting regular content audits and developing content marketing strategies.
- Stay up to date on news and trends that interest target customer personas for the purpose of creating topical news content and newsjacking opportunities.
- Collaborate closely with our in-house account managers, project managers, designers, developers and digital marketing specialists to deliver content for projects.
- Take complex or technical information (written or via interview/conversation) and translate into well-balanced, persuasive and compelling content.
- Communicate clearly with clients throughout the copywriting process.
- Thrive in a fast-paced, collaborative environment, with a high-volume workload, short turnaround times and very strict deadlines.

Essential Criteria: Qualifications/Skills/Experience:

- An English or journalism-related degree.
- A minimum of three years professional journalism experience or writing experience in a similar role. A proven track record in business/commercial journalism or brand journalism is advantageous.
- Outstanding English writing and communication skills.
- Strong ability to create grammatically correct and legally clean, innovative, informative and/or entertaining content that engages consumers.

- Proven track record in creating range of marketing content, such as website landing page copy, blogs, emails, scripts, advertising editorial, press releases, etc.
- Have a good nose for commercial news – a strong ability to quickly identify what stories will be attractive to which audiences.
- Strong ability for versatility in writing style to suit multiple marketing channels and sales enablement.
- Strong ability to work independently to manage multiple projects.
- Comfortable working at a fast, newsroom-style pace, delivering high-end content to tight deadlines.
- Have a strong understanding of SEO-friendly writing.
- Strong ability to write within style guides.
- Experience with content management systems such as WordPress.
- Be a self-starter with high-energy and strong ability to execute on business objectives.
- Knowledge and understanding of online and offline content strategies.
- Creativity and ability to think conceptually.
- Proven ability to distil and simplify complex technical details into engaging, exciting content.
- Strong listening and comprehension skills, with very precise attention to detail.
- Excellent organisational and multitasking skills.
- Strong interpersonal skills that allow you to build strong relationships with team members and clients.
- Experience working in a digital agency team environment is advantageous but not essential.

To apply for this position, please email hello@grofuse.com with your CV and cover note.

The closing date for applications for this post is Friday, November 12, 2021 at 5pm.