



F.W. WEBB COMPANY

## Job Posting

Position Title: Content Writer

Location: Bedford, MA

Reports To: VP of Marketing

### Responsibilities:

- Writing for website copy, social media posts, blog posts, articles, product descriptions, case studies, white papers, emails, newsletters, e-books, white papers, brochures, flyers, company bios, press releases and more
- Research/organize facts related to the assigned topic and content type both online/offline to compile and organize writing ideas
- Compose new content based on research and develop engaging content to entice the target audience
- Proofread and edit content for mistakes or additional ideas and guarantee that it is composed per directions, including from other writers, providing feedback when necessary
- Ensure that all online content is optimized for search engine optimization (SEO) and contains sufficient keyword placement
- Create compelling titles, headlines and copy for all content based on content type
- Rewrite content or write from scratch depending on assignment requirements
- Conducting interviews when required
- Collaborating and brainstorming with designers, campaign managers and creative team for new ideas and strategies

### Qualifications:

- Self-motivated, positive, creative, innovative thinker and multi-tasker with the ability to prioritize and manage time strategically
- High school degree or equivalent; Bachelor's degree in marketing, English, writing, journalism or related field preferred
- Excellent English skills, with superb writing abilities in various diverse styles/tones with accurate spelling and grammar (samples are appreciated)
- A profound comprehension of customers and what motivates them
- Strict adherence to brand guidelines and company policy
- Extraordinary research, organizational and learning abilities
- Deep understanding of software like Microsoft Word and Google Docs

- Online article formatting skills, and an experience with keyword arrangement and other SEO best practices
- Experience with email marketing, lead generation and online marketing is not required but is preferred
- In-depth knowledge of the company, product set and brand is preferred
- Ability to work in-person in our Bedford, MA office