

# Eddy Alexander

GROWTH  STRATEGY

## Senior Content Writer

### **Job Description:**

As a Senior Content Writer at Eddy Alexander, you will play a pivotal role in crafting engaging and informative content across various industries, ranging from tourism to technology. Your primary responsibilities will include creating high-quality content, writing compelling headlines, and delivering both long and short-form sales and marketing pieces including brochures, research reports, articles, blogs, social media, ad copy, and more. You will work closely with our account leads, strategists, and clients to understand their content needs and deliver materials that exceed their expectations. A demonstrated understanding of SEO fundamentals is strongly preferred.

### **Qualifications required:**

- Bachelor's degree in English, Journalism, Marketing, or a related field (advanced degree is a plus).
- Proven experience as a content writer.
- Exceptional communication skills and the ability to collaborate effectively with clients and team members.
- Attention to detail and a commitment to producing error-free content.
- Creativity and a knack for producing engaging and shareable content.
- Familiarity with AP style writing.
- Strong writing and editing skills, with an ability to adapt writing style to various industries and audiences.
- Excellent research skills and a passion for staying informed about industry trends and developments.

### **Preferred Qualifications:**

- Working knowledge of SEO principles and keyword research tools.
- Proficiency in content management systems (e.g., WordPress) and/or basic HTML/CSS.
- Photography
- Knowledge of Adobe and editing software.

### **Primary responsibilities:**

- Content Creation: Produce well-researched, original, and high-quality content in various formats, including articles, blog posts, website copy, social media updates, and more.
- Industry Expertise: Possess an understanding of the kinds of content that supports tourism and technology industries, including articles, brochures, white

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- papers, research reports, power point presentation decks, press releases and social media posts.
- **SEO Optimization:** Apply working knowledge of SEO best practices to ensure that content is optimized for search engines, including keyword research and integration.
  - **Headline Writing:** Craft attention-grabbing headlines and titles that pique readers' interest and encourage click-throughs, downloads, and similar conversion activities.
  - **Long and Short-Form Content:** Produce both short and long-form content that provides in-depth insights and short-form content that delivers concise information in a broad voice and style as assigned.
  - **Client Collaboration:** Collaborate closely with clients to understand their goals and requirements.
  - **Editing and Proofreading:** Review and edit content to ensure it is error-free, uses AP Style, is well-structured, and meets project requirements.
  - **Content Strategy:** Contribute to content strategy planning, including creating content calendars and making recommendations for effective multichannel content distribution.

**Salary:** Commensurate with experience

If you have excellent marketing, communication, and social skills, project coordination experience, and the ability to work well with a variety of diverse stakeholders, the energy to contribute proactively and at the highest levels to an award-winning, high-growth firm, please submit a resume, portfolio link, and cover letter detailing your interest and relevant background to [L.Hebert@eddyalexander.com](mailto:L.Hebert@eddyalexander.com)

\*Please put "Senior Content Writer" in the subject line.