



POSITION DESCRIPTION

POSITION TITLE: Social Media/Content Writer
POSITION STATUS: Freelance – 1099 Independent Contractor
COMPENSATION: Paid by the project; competitive, based on experience and subject matter expertise

POSITION OVERVIEW

The writer must take instruction from a written document advising him or her on how to research, source material, emulate tone and style, and create effective messaging for a variety of channels.

SCOPE OF WORK

- Deliver compelling and well written messaging on behalf of clients in different industries, while meeting deadlines
- Create accurate, clear, and brand-relevant copy suitable for all digital platforms
- Utilize best practices to ensure all deliverables support wider online objectives such as back linking, SEO optimization and keyword utilization
- Perform supplemental research as necessary to round out messages and communicate topics
- Navigate company manuals and follow detailed written instruction
- source appropriate, publicly available images in support of deliverables
- Properly vet and use hashtags in content
- Proofread copy to check for spelling and grammar errors
- Develop an understanding of the personality and communication style of the client and adjusting deliverables to fit that style
- Amend, revise or redevelop messages in response to feedback from the managing editor
- Use Civilis Marketing systems to submit all client deliverables in a timely and accurate manner
- Ensure all client deliverables meet or exceed Civilis Marketing's quality standards

REQUIRED QUALIFICATIONS

- Experience using creative online search methods
- Broad experience writing in different social media platforms (Facebook, LinkedIn, Twitter, Instagram, etc.) for a wide variety of industries



- Proven ability to write engaging social media content in a real-time environment that can stimulate user interaction, discussion and engagement
- Strong understanding of SEO and keyword optimization
- Bachelor's degree in Journalism, English, Communications, Creative Writing, or Advertising/Marketing with copywriting focus or equivalent experience
- Proven competency using Microsoft Office applications, including Word and Excel
- Experience working in a less rigid workplace and/or home office environment preferred

REQUIRED COMPETENCIES

Attention to Detail

Sees things others don't; double checks the accuracy of information and work product to provide accurate and consistent output; carefully monitors the details and quality of own and other's work; expresses concern that things be done right, thoroughly and precisely; completes all work according to procedures and standards.

Communication

Communicates in an open, consistent and effective manner; explains concepts and procedures clearly and completely while maintaining attention and interest; displays sensitivity to ethnic and gender issues in verbal and written communications; shows tact and diplomacy in dealing with others; keeps others informed on the status of assigned work as well as any issues that may affect them; delivers information effectively in a variety of settings including one on one, team settings, presentations and including letters, memos analytical reports and decision documents.

Customer Focus

Dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; makes customers and their needs a primary focus; initiates and builds strong relationships with customers to develop trust and credibility.

Drive for Results

Motivated by success and passionate about working and achieving higher results; persists to complete tasks/responsibilities, even in the face of difficulties, and is optimistic and tenacious all through; operates with personal ownership and looks for ways and



means to improve performance all the time.

Perseverance

Pursues all tasks with energy, drive, and a sense of urgency; does not willingly abandon a task prior to completion despite resistance or setbacks.

Quality Orientation

Promotes and maintains high standards of quality at work; applies discipline and a detail orientation to work activities and constantly looks for ways to improve the quality of products or services; encourages others to have high quality standards in their work.

Written Communications

Is able to write clearly and succinctly in a variety of communication settings and styles (including e-mail); Tailors communications, formal or informal, to the level and experience of the audience; can get messages across in a manner that achieves the desired effect; uses appropriate writing styles consistent with organizational guidelines and norms.

SUCCESS CRITERIA

Success will be measured by:

- 72 hour turnaround time on all projects that are accepted
- Error free deliverables with no grammar, flow or concept issues
- Client Acceptance rate

TO APPLY

If you've got the chops for this type of writing, follow these [instructions to apply](#).