SEO Content Writer

Job Description

*The SEO Content Writer is responsible for writing copy optimized for both the audience and the search engine to support a search experience-driven content marketing approach across all teams within the Enterprise.*

# Job Responsibilities

* Content creation including (but not limited to) blog posts, social media, landing pages, site content, additional on-page SEO needs
* Applying link management best practices to all content – both for backlinks and internal linking structure
* Work closely with SEO Content Manager to follow the content strategy and workflows
* Collaborate with marketing and design teams to adhere to site content style and layout
* Strong written and verbal communication skills
* Understanding of how to target an audience and write towards it
* Great organizer with extreme attention to detail
* Stay up-to-date on content trends
* Write efficiently, with the expectation of writing 3,000+ words per day
* Partner with SEO Content Manager to ensure content delivers on best practices for title tags, meta-descriptions, heading tags, keywords, etc.

# Qualifications

* 1 – 2 years of experience writing search engine optimized copy
* Attention to detail and the ability to work under pressure, while juggling and meeting multiple deadlines.
* Additional online marketing experience a plus (SEM, social, email, display, analytics)
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