



## 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
- 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 systems to submit all client deliverables in a timely and accurate manner
- Ensure all client deliverables meet or exceed Civilis' 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](#).