



Job Description: Senior Digital Content Writer

The Senior Digital Content Writer is responsible for executing all written deliverables. The Senior Digital Content Writer will produce a wide range of content and copy, from strategy document, buyer personas, and positioning statements to blog posts, case studies, ebooks, white papers, webinar decks, landing pages, website copy, email copy, sales collateral and more. Project management skills are critical for this role. You need to be organized, methodic, and capable of keeping multiple projects ongoing at the same time. While the role exists primarily within the marketing team, it will also be required to contribute written materials for the content, product, sales and account management teams.

Responsibilities:

- Assist with an annual and quarterly content calendar including at least one quarterly campaign and one weekly blog post, among other ongoing necessary written pieces including press releases, customer success stories, one-pagers, slide presentation copy, and more
- Research industry-related topics (combining online sources, interviews, and professional studies) for the quarterly content calendar
- Write all blog articles, ebooks, white papers, success stories, press releases, speaking proposals, one-pagers, and more
- Write clear marketing copy to promote our products/services
- Proofread and edit all content before publication and publish to HubSpot
- Build out strategic copy landing pages and website pages
- Submit work to Senior Director/editors for input, approval, and keywords for SEO
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Approve copy of content for social media from the marketing specialist
- Working with Product Marketing and Sales, identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images, and tone)
- Update website content and copy as needed including building landing pages
- Conduct media outreach when appropriate for public relations article placement
- Coordinate interview copy for media outlet requests for publication

Qualifications:

- 5+ years of B2B writing experience preferred
- Knowledgeable on the fundamentals of SEO and keyword research
- BA/BS degree is required preferably in marketing, business, or communications.
- Wellness program or knowledge of B2B software space a plus
- Strong knowledge of various marketing and analytics tools such as HubSpot, Google Analytics, CRM systems (e.g. Salesforce), and content management systems
- Strong written and verbal communication skills
- Skilled in writing and editing content with attention to detail and timelines
- Strong prioritization, organization, and project management skills
- Ability to multitask in a fast-paced environment and prioritize deadlines accordingly

Personal attributes:

The successful candidate must have strong communication and interpersonal skills. Excels in a fast-paced, results-oriented environment with the ability to adapt to change quickly. A teamwork attitude, willing to take on extra tasks and see them through. Acute attention to detail and problem-solving skills are also necessary attributes for the role.

About WellRight

WellRight is a leading provider of corporate wellness software, used by organizations to improve the health and well-being of their employees. Our mission is to change people for good through positive habit formation. We provide a fun, energetic, and supportive environment to work in. Our solutions are industry-leading and built on the latest web-scale, cloud technologies.

We are a start-up and a perfect fit if you're looking for a place where you can grow and make a difference. If you are a motivated problem-solver with a positive, inquisitive attitude and like working with highly creative teams, you're a great fit!

Who are our employees?

We want to make a difference in the world by helping people be their best, every day, at work, and at home. Our award-winning solutions support leading employers in transforming their cultures and engaging employees. But our world-class products and programs are nothing without our people—the employees who design, build, promote, sell, test, and perfect the latest innovations in workplace well-being. Our people are our top priority and we invest in their health and happiness. At WellRight, we have so much more than a strong, supportive company culture; we have a shared vision for a healthier, happier world.