



Every Child an Author

Content Writer

We are looking for a dynamic and imaginative Content Writer to join our world-class publishing company.

This role is instrumental in shaping our brand's story through the creation of engaging and relevant content across various platforms. The Content Writer will convey our brand's message effectively, ensuring consistency in tone and style, optimizing content for search engines, raising brand awareness, while ensuring customer engagement and a positive customer experience.

Join the Studenttreasures team, the leading publisher of student-authored work. We're proud to have helped over 16 million students (and counting) become published authors.

If you have a love for storytelling, meticulous attention to detail, and a commitment to delivering top-notch content, and are looking for a job to be passionate about, our team would love to meet you!

Responsibilities:

- Research and generate creative content ideas.
- Write and edit engaging and informative content.
- Adapt writing style to different target audiences and channels.
- Create compelling headlines, taglines, and calls-to-action.
- Ensure content consistency with brand voice, style, tone and message.
- Proofread and edit content for clarity, grammar, and adherence to guidelines.
- Develop a deep understanding of the target audience.
- Incorporate feedback to continuously improve content quality.
- Collaborate with team members including social, design, and SEO.
- Identify opportunities for content repurposing and recycling.
- Participate in brainstorming sessions for marketing campaigns.
- Manage content calendars and deadlines.
- Conduct thorough research on industry-related topics.
- Optimize content for search engines (SEO).
- Monitor and analyze content performance metrics.
- Stay up-to-date with industry trends and incorporate relevant insights.

Studenttreasures.com

Studenttreasures, LLC, 1345 SW 42nd Street, Topeka, KS 66609, p. 800.867.2292 f. 800.862.2297



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- Stay informed about emerging content marketing tools and technologies.
- Stay curious: keep the pulse on new trends, customer preferences and market activity and be quick to implement new ideas as they emerge.
- Participate in marketing meetings to support the overall strategy.
- Adapt and take on new responsibilities & tasks as needed.
- Stay aware of any legal and ethical considerations related to content creation and distribution.

Required Skills:

- A minimum of a bachelor's degree in marketing, communications, or related field. 1-3 years of experience in a similar role preferred.
- Excellent written and verbal communication skills.
- Basic understanding of SEO principles and strong research skills.
- Advanced copywriting and proofreading skills.
- Ability to develop original content that provokes engagement and prompts action.
- Self-starter that excels in fast-paced environments, adept at project advancement and prioritizing tasks to meet deadlines.
- Collaborative team player with strong interpersonal skills.

Benefits & What You'll Love About Us:

- Amazing Company Culture
- Health Insurance (Medical, Dental, Vision)
- Medical and Dental Insurance Reimbursement
- Paid Time Off (PTO)
- Life Insurance
- Short and Long-term Disability
- Flexible Spending plans (FSAs)
- 401K plan with company match
- 8 Paid Company Holidays
- Fitness Reimbursement
- Childcare Reimbursement

This opening is for our Topeka offices. To apply, email marketing@studenttreasures.com with your resume.

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