



## **Content Writer**

Join the Studenttreasures team, the leading publisher of student-authored work. We're proud to have helped over 18 million students (and counting) become published authors.

We are looking to add a dynamic and imaginative Content Writer to the team to shape our brand's story through the creation of engaging and relevant content across various platforms. 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!

### **Position Responsibilities:**

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 positive customer experience.

- Create and optimize engaging content: Research, write, and edit high-quality content tailored to different audiences and channels, ensuring clarity, accuracy, and best practices.
- Maintain brand consistency: Develop content that aligns with the brand's voice, tone, and messaging while creating compelling headlines, calls-to-action, and taglines.
- Collaborate across teams: Work closely with design, social, , and marketing teams, contributing to brainstorming sessions, campaign planning, copy and scripts.
- Understand and engage the audience: Deeply understand target audiences, monitor trends, analyze performance metrics, and adapt content based on insights and feedback.
- Manage content workflow: Oversee content calendars, meet deadlines, and identify opportunities to repurpose and refresh existing content.
- Embrace learning and innovation: Stay current on industry trends, content tools, and ethical standards, and be proactive in taking on new tasks and responsibilities.

### **Preferred Skills**

- 1–3 years of experience in a content writing, copywriting, or similar role.
- Experience working within established brand voice and style guidelines.
- Comfort participating in cross-functional brainstorming and campaign development
- Understanding of content performance metrics and willingness to adapt content based on feedback



*Every Child an Author*

### **Required Skills:**

- A minimum of a bachelor's degree in marketing, communications, or related field. Excellent written and verbal communication skills.
- Basic understanding of SEO principles and strong research skills.
- Advanced copywriting and proofreading skills.
- Demonstrated 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:**

- 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 office. To apply, email your resume to [marketing@studenttreasures.com](mailto:marketing@studenttreasures.com).

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