JOB DESCRIPTION

Content Editor

Creative

Non-Exempt, Hourly

General Description:

The Content Editor serves as the vital execution arm of the Experience Design team. The Content Editor develops, creates, manages and publishes content for digital projects, campaigns and other Experience Design projects. The Content Editor collaborates closely with creative, innovation, strategy, and analytics to fulfill the content and messaging needs of clients. The Content Editor is a talented writer and marketer with a passion for storytelling and a desire to be on the leading edge of innovation in online media and technology.

Primary Responsibilities:

- Works with Experience Design Team to determine content needs; contributes to process from concept development through execution
- Creates, manages and edits content according to brand guidelines set by Content Strategist for the editorial tone, style, and voice for brands, campaigns, and websites
- Optimizes/edits client-produced and Masterworks-created web content
- With Content Strategist, creates content guidelines, defines editorial direction and publishes style guides for ongoing content curation
- Assists with management of freelance writers as needed; collaborates with internal writers as web project lead
- Collaborates with Experience Design Team to create dynamic, impactful digital content
- Provides education on inbound content marketing, landscape, trends, and best practices to Masterworks writing team
- Assists Content Strategist with training and development opportunities to ensure that digital content creation and content marketing knowledge and expertise is built into agency teams

Position Requirements

Technical Competencies:

- Thorough understanding and grasp of the technical and persuasive skills needed to communicate effectively in a digital environment
- A storyteller with an exceptional ability to think strategically and creatively, staying on-brand with tone and voice
- Strong writing and editing skills for marketing-oriented content, including but not limited to: website content, white papers, blogs, infographics, email, landing pages, social media
- Ability to write and tailor content for a variety of customer segments as well as brand and audience personas
- Proven editorial ability and a command of English language and grammar
- Good narrative instincts; trained in how to tell a story using words, images, video and an understanding of how to create content that draws an audience
- Comfortable in collaborative team environment
- Passion and curiosity for new technology; stays on the cutting edge of applicable technologies
- Able to align content development with client's staff, writers and resources
- Strong familiarity with SEO concepts, including the role content creation plays in a site's organic search traffic
- Ability to balance several projects while working in a deadline-driven environment
- Exceptional understanding of the blogosphere, social media, email marketing and best practices for user experience and engagement

Behavioral Competencies:

- Continuous Learning
- Integrity
- Christian Congruency
- Problem Solving
- Communication
- Responsive to Customer Needs
- Resource Maximization
- Stewardship
- Initiative and Risk Taking
- Self-Mastery
- Collaboration
- Innovation and Change
- Diversity
- Planning and Organization
- Quality Results

Work Experience:

- Solid content marketing or digital content creation experience
- Minimum of four years professional writing experience
- Editing experience

Educational Requirements:

- Bachelor's Degree in journalism, English, communications or related field