

Content Writer @KegWorks

Mission

KegWorks is seeking a full-time Content Writer to write compelling product descriptions and informative long-form content that aligns with our content marketing strategy. This position is part of the Marketing Team and reports to the Ecommerce Director. Content required will range from fun, lighthearted email copy to accurate, detailed product descriptions to important industry-focused landing pages that appeal to our B2B customer base; topics will span across bar, beer, wine, and spirits verticals. The ideal candidate will have experience writing SEO-optimized and editorially relevant content to maximize effectiveness and reach, improve site experience, and consistently meet goals & objectives.

A successful candidate will be self-motivated and detail-oriented with an editorial mindset who seeks to understand what our audiences want or need to know and how best to communicate it. Additional duties include moderating blog comments, customer product reviews and Q&A. The ability to partner with internal stakeholders, as well as work independently and proactively to manage a heavy copy workload and meet deadlines is required. A sense of humor is a plus!

Outcomes

- Complete full product catalog rewrite by end of 2019.
- Complete 50% of draft beer content gaps by end of 2019; full completion of draft beer content gaps by end of Q2 2020.
- Work with in-house designer and developer to launch 5 B2B focused landing pages by end of Q3 2019.

Competencies

- *Team player* - Reaches out to peers and cooperates with supervisors to establish an overall collaborative working relationship that revolves around trust and support.
- *Adaptable/Flexible* - Adjusts quickly to changing priorities and conditions. Copes effectively with complexity and change.
- *Organized* - Plans, organizes, and schedules in an efficient, productive manner. Focuses on key priorities.
- *Accountable* - Take personal responsibility for actions and results and be honest in dealings with peers and supervisors.
- *Open to criticism and ideas* - Often solicits feedback and reacts calmly to criticism or negative feedback.
- *Passionate/Enthusiastic* - Fosters and contributes to a positive environment. Encourages innovation and brings out creativity in others.
- *Proactive* - Acts without being told what to do. Brings new ideas to the company.
- *Strong work ethic* - Possesses a strong willingness to work hard and sometimes long hours to get the job done. Has a track record of working hard.
- *Effective communicator* - Speaks and writes clearly and articulately while being courteous and positive in all interactions.
- *Sense of Urgency* - Sets ambitious timetables and prioritizes critical objectives.

Education & Experience:

- Minimum of 3 years of professional writing experience
- Bachelor's Degree in English, Journalism or a related field
- Adaptable writing style that can appeal to a variety of audiences
- Experience writing for digital marketing channels including blog posts and email is required. Experience writing for social media platforms is a plus.
- Ecommerce or retail-focused writing experience is preferred, but not required.
- Proficient in CMS publishing platforms.
- Ability to research & analyze relevant data using standard industry tools, including Google Analytics and SEO platforms, to create relevant content and deliver a great customer experience.
- Passion, knowledge, and a thirst for beer, wine and spirits is preferred.

Compensation

- \$40,000 - \$45,000 - Compensation based on experience.
- Comprehensive benefit package, including Health, Dental, Disability and 401K with employer matching.
- Paid vacation and holidays. Plus, you get your birthday off (with pay)!
- Free beer! Amazing Christmas parties! Food truck fun! And more!

To Apply:

Send an email to jobs@kegworks.com with the following included

- A resume.
- A well-written cover letter that includes 3 reasons you'd like to work for us.
- 3-5 of your best writing samples or a link to your online portfolio.