

SOUTHSIDE

CREATIVE

Position Title: **Writer/Content Strategist**

Position Summary:

If you like to use both sides of your brain to write about incredible things and work with an incredible group of people, we might need to talk. Southside Creative Group is in the market for an ah-mazing Writer/Content Specialist. Interested?

We are interested in hiring a strong conceptual thinker who is also a self-starting, idea generating, clairvoyant, therapist/diplomat/artist/perfectionist. This person will be an integral part of the Creative and Digital Teams, and possibly the world.

Company Overview:

Established in 2007, Southside Creative Group is a full-service marketing firm providing businesses with creative and results-driven solutions. As an outsource marketing department to a number of companies, Southside Creative's outside perspective fosters thoughtful, cohesive and appealing points-of-view to solidify their clients' brands and help keep them ahead of the curve.

Essential Roles:

1. Strong creative and technical writing skills (anything from concepting ad copy and headlines to writing bios, naming companies, or SEO-friendly web copy)
2. Write for a variety of interactive and offline pieces from concept to design hand-off, including: brand identity, websites, print ads, marketing collateral, advertising campaign, etc
3. Optimize content for web and interactive projects
4. Use copy to distribute content through a variety of digital channels, including: email, website, social media campaigns, SMS campaigns, applications, etc
5. Maintain project deadlines and budget
6. Estimate and manage time accurately and independently

Skills Required:

1. Strong writing skills a must: creative writing (ad copy, brand naming, taglines, brand messaging) and technical writing (press release, fact sheet, bio)
2. Developed individual skills: communication, planning, time management, problem-solving, research
3. Developed team skills: collaboration, taking direction, delegating, asking for help
4. Strong knowledge of digital, search engine optimization (SEO) and social media trends and best practices
5. Solid knowledge of digital principles
6. Ability to think strategically and conceptually
7. Ability to create multiple solutions to address the needs of clients
8. Meticulous attention to details
9. Ability to prioritize and meet deadlines within a short timeframe
10. Good communication skills and sense of humor
11. Work well with a small team
12. Possess strong business ethics; be reliable and dependable
13. Knowledge of Photoshop a plus

Experience/ Requirements:

- A minimum of 3+ years of professional writing experience
- Samples of past produced print and digital work and/or portfolio is required
- 1+ years of working in a startup or agency environment a plus
- List of references

Benefits:

- Competitive salary
- Paid sick, vacation, and holidays
- Health insurance
- 401k plan with company matching

Please send a resume, online portfolio and references to info@southsidecreative.com