



Freelance Content Strategist & Copywriter Job Description

Job Post:

Here's the high-level stuff:

The Connection Shop, a Kansas City-based marketing company, is quickly expanding its team of trusted freelance team members. This is a flexible, remote, project-oriented contract role (average of 6 - 12 writing assignments per month). This energetic, positive freelance writer will deliver results through content marketing.

A note from the company's CEO and Director of Brand Strategy:

Hey there! I'm Sarah, and I'm on the hunt to grow my amazing team. Picture one part Leslie Knope and one part Peggy Olson, and that's me. I began this as a one-woman freelance show, and I still pinch myself when I think of how far we have come. Celebrating our 11th anniversary in 2022, we're a six-figure company serving a diverse suite of clients in marketing strategy, copywriting and content, design, web and marketing execution.

Love being your own boss, but eager to be part of a team where you can collaborate and grow? This may be your jam. Our diverse suite of clients represent everything from transportation logistics to education, nonprofits to B2B software, banks to mental healthcare, the list goes on. You'll work closely with both our Operations Manager and me.

Potential content assignments may include . . .

- Blog content
- Email marketing content (including drip campaigns)
- Social media content
- Longform: White paper and ebook content
- Shortform: Taglines and ad campaign copy
- Web copy
- Thought leadership content
- Press releases
- Biographies and profiles
- Case studies
- Something we haven't even dreamed up yet!

The ideal candidate:

- Loves words, but loves people even more
- Has the heart of a storyteller and the brain of a marketer
- Thrives as a plug-and-play writer who requires no micro-managing
- Has an innate knack for brand voice
- Is organized, responsible, discerning and optimistic (Debbie Downers need not apply)
- Stays up on the latest content marketing trends and is a sponge for knowledge
- Doesn't suffer from "shiny object syndrome" . . . some content topics aren't sexy, and you're okay with less glamorous material
- Cringes at the mere site of typos (see what we did there?) – but knows grammar rules well enough to break them
- Loves research and will Google to fill in the gaps
- Enjoys being client-facing with Zoom meetings (and, if in KC, occasionally face-to-face)
- Likes to be coached and receive feedback
- Is available during Central Time Zone business hours

Requirements . . .

- Demonstrated track record of professionalism
- Proven experience as a content writer, copywriter or content strategist within the marketing ecosystem – basically, if your background has prepared you for this role, explain in your cover letter
- Mastery of the English language and outstanding grammar and punctuation
- Understanding of and experience in writing for SEO
- Expertise with project management systems, Zoom, Microsoft Office and Google Suite
- Superior attention to detail and ability to write content requiring minimal editing
- Desire to be part of a team: While not a traditional retainer agreement, we're looking for a writer committed to freelance work for the long term, not one-off projects

Compensation is determined by the type of project, length and turnaround time. Most projects fall between \$75 and \$375. Pay is also commensurate with experience.

Please apply by email to sarah@connectionshop.com, with the subject line "Freelance Writer Application - Spring 2022." Attach your cover letter and resume as PDFs and include a link to your writing portfolio. In your cover letter, please explain how you solved a marketing challenge with

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content, as well as a brand whose voice you admire. Final candidates will be asked to participate in a videoconference interview and provide two professional references.