



Content Strategist/Copywriter

Brief Overview

We are hiring an experienced web content strategist and copywriter to join our creative team! As part of our crew, you'll develop, write, and edit original content for website and other interactive properties.

You:

Are a curious, out-of-the-box thinker who is passionate about storytelling. You love technology, have strong writing skills, and are always interested in exploring new trends. You are a creative, flexible team player who understands how a multi-media/multi-platform approach can generate results and you are ready to hit the ground running.

Us:

Hot Pink, Ink is a full-service creative agency. We are a research-based, education-oriented, user-experience driven team. We believe top-tier branding and creative solutions go hand in hand with exceptional customer service. Our clients are mainly public health organizations and our campaign goals often focus on positive behavior change.

Where:

Collaborative, fun, open-concept office space located in a historic downtown Rapid City building at the foothills of the beautiful Black Hills.

What you'll be doing:

You will work on assigned projects to write copy and develop content for agency and client web/interactive platforms to meet strategic planning objectives. You will work under the supervision of the webmaster, alongside web designers and programmers. You will ensure web content is current and coordinates with other client marketing materials.

Qualifications

- Proficient in written communications
- Strong knowledge of SEO, plain language, and writing for 508 compliance
- Familiarity with information architecture, user experience, and web content hierarchy
- Strong organizational skills. Ability to gather relevant background, rock an outline, and take meaningful notes to share with team members
- Detail-oriented. Ability to document and maintain internal digital backups for in-progress and archived jobs

Responsibilities

- Develops, writes, and edits content for existing, new, and rebuilt client websites
- Uses content management system (CMS) to update copy on existing websites
- Researches clients' products/services to ensure accurate, on-target copy/concepts
- Proofs interactive/web copy before presentation to client and before pushing live
- Works with creative director, webmaster, and account service teams to complete assigned projects in a timely manner
- Assists in writing interactive/web marketing plans and proposals
- Assists in measurement/tracking of web analytics to improve functionality and increase traffic
- Assists in developing content for online advertising formats (banner ads, search ads, etc.)
- Periodically reviews websites and recommends content updates
- Stays current with web trends, tools, and practices, and shares this knowledge with coworkers

Bonus if you're skilled in:

- HTML/CSS
- WordPress or other content management systems (CMSs)
- Social media platforms
- Script writing for radio and TV

Education and Experience:

- Degree or equivalent experience in Communications, Marketing, or Advertising

Job Type:

- Full Time

Location:

- Rapid City, SD

Perks and Benefits:

- Salary is dependent on skills and experience
- SIMPLE IRA with a 3% match
- Generous bonus opportunities
- Full coverage health insurance
- Half-day Fridays
- Paid time off and holidays
- Professional development and training opportunities
- Cool kitchen and snacks

Please send your resume, portfolio, and desired pay range to hpi@imageagency.com.

