

Content Strategist - Remote

Hi there!

We are looking for an experienced content writer with a gift for documenting the customer experience and generating tailored copy that drives results. The Content Strategist will be instrumental in building strategies, writing content in various formats, and working across all channels to ensure one seamless story is delivered.

You have 3-5 years of experience (Preferably Agency-Side) developing flawless content and customer strategies across multiple industries.

About Enilon:

Enilon is a **work-from-anywhere** digital marketing agency headquartered in Fort Worth, TX and founded in 2005. We take our work seriously and partner with our clients to deliver data-driven, consumer-focused digital programs.

About You:

What motivates you:

- You're a problem solver at heart and like to turn complicated ideas into simple stories
- You know how to pull insights from data and communicate those insights clearly
- You love finding the perfect tone and voice that will bring customers to movement
- You're committed to being an excellent teammate
- You love to work with cross-discipline marketing and stakeholder teams to drive planning, customer-focused marketing mix, and deliver world-class programs

About the position expectations:

Content Writing 75% Focus

- Develop creative and compelling content that supports the client's business goals
- Create content specifically driven toward targeted objectives; i.e., increasing brand awareness, search visibility, promotion, and lead nurturing
- Strong concept development and exceptional writing and communication skills
- Understand digital content strategy and content marketing and its copy requirements
- Working knowledge of SEO best practices, keyword research, and development
- Ability to develop and write content outlines and research relevant topics
- Ability to understand and digest data, and use insights to create personalized content
- Create effective content (short, long, and medium form) including website copy, Emails, resource guides, whitepapers, blog posts, articles, video scripts, storyboards, and digital ads
- May assist in presenting work and ideas clearly to internal teams and potentially clients
- Turn complex topics into simple, easy-to-understand content

- The ability to adapt writing to different tones and styles
- Ad copy for Pay-Per-Click experience also a plus

Content Strategy 25% Focus

- Competitive Landscape Analysis
- Content Consumption Pattern Recognition
- Content Gap Analysis
- Retention Strategies
- Performing detailed audits/research into our client, industry, and competitors
- Evolving and Optimizing ideas to align with brand goals, objectives, and consumer needs
- Identifying and developing solutions for the client's brand objectives based on consumer research, insights, and data
- Structuring and presenting recommendations to clients
- Participating in new business activity by providing research/intel on companies and markets

Your experience:

- BA/BS degree or equivalent working experience in Marketing, Advertising, business, or related field
- 3-5 years of Marketing Strategy/Content experience
- Ability to write content for multiple audiences
- Detail-oriented and an excellent problem-solver. Can multi-task and juggle many simultaneous priorities
- Experience within various marketing specialties or consulting for digital marketing services
- Mastery of basic marketing principles such as target segmentation, category value proposition, and brand strategy
- Strong communication skills and presentation skills
- The ability to work and thrive in a fast-paced, rapidly changing work environment
- Experience working with executives and other senior-level leaders, including media members and creative team
- Experience working in collaboration with account and project managers
- Strong interpersonal, written, and verbal communication skills
- Ability to maintain a positive, professional demeanor at all times
- Strong attention to detail
- Ability to work autonomously in a remote working environment
- You must have a reliable home-office or remote working space available for focused

Benefits and Culture:

- Work from anywhere in the U.S.
- Competitive pay
- Excellent Health Benefits. Benefits start the first day of the month after the hire date
- Matching 401k up to 4%
- 10 Paid holidays per year
- Unlimited PTO

- Daily dedicated “do not disturb” time for everyone
- Strong Life/Work balance philosophy