

Senior Content Writer

Description

About the Company Named a Forbes Fintech 50, Stronghold's mission is to improve financial access by powering innovative payment and financial services solutions through our open APIs. We've been going deep to lay the underlying rails for modern payments and reach all customers with secure, transparent ways to move money. We are seeking team players who can evolve with the company as we scale and add new products. We are a team of technologists and industry experts who take a data-driven and innovative approach to solving problems. We power possibilities for our customers by bringing the best talent together in an open and collaborative work environment that rewards curiosity and grit. Stronghold is proud of its SF Bay Area and New Zealand roots and strives to build a diverse team to serve our ecosystem better while staying true to our core values. Our core values are to Be Self Aware, Have Good Judgment, Be Curious, Seek Innovation, Excellent Communication, High Impact, Be Bold, Be Selfless, Be Accountable, Be Honest, and Show Grit. About the Role Stronghold is looking for an experienced individual to play a pivotal role as a Content Writer in our Marketing department. You will distill data driven insights and complex technical information into accessible and engaging collateral to effectively communicate the value of our innovative solutions. Collaborate with our executive team to develop an understanding of current and future product offerings, and guide our content strategy across all channels and audiences. Our ideal candidate feels confident creating concepts, drafting copy, iterating, editing, and publishing. What You'll Do Video Scripts (50%): Write scripts for promotional and educational videos, ensuring a clear and compelling storytelling approach. Adapt writing style to suit different video formats, from product demos to customer testimonials. Email Marketing (40%): Develop persuasive and concise content for email marketing campaigns, newsletters, and product announcements. Team up with the marketing automation team to optimize email content for engagement and conversions. A/B test messaging and iterate on content strategies based on performance metrics. Case Studies (5%): Collaborate with our Product and Customer Success teams to develop in-depth case studies highlighting new features and successful implementations of our product. Interview clients and internal teams to gather information and extract compelling narratives. Create engaging, data-driven case studies that showcase the impact of our technology on solving real-world problems. Press Releases (5%): Craft press releases that effectively communicate key company milestones, product launches, and noteworthy achievements. Lead cross-functional teams in gathering information and insights for press release development. Ensure press releases are aligned with the company's messaging strategy and maintain consistency in tone and style. What We're Looking For Bachelor's degree in English, Literature, Rhetoric, Marketing, Communications or a related field. 5+ years of experience in tech writing or a similar role. We are seeking a professional with experience specifically in online platforms including web, email, social media, and film. Excellent written communication skills; applicants will be required to submit writing samples Strong analytical skills with experience working cross functionally with product teams Experience writing political speeches Details Part time contractor position with 20 hours per week Ability to work remotely within the US Authorized to work in the United States (required) As an equal opportunity employer, Stronghold does not discriminate against any applicant or employee based on race, color, sex, sexual orientation, gender identity, marital status, religion, national origin, ancestry, age, disability, military or veteran status, genetic information or any other basis protected by applicable federal, state, or local laws. Please mention the word ****TRACTION**** and tag `RMzUuMjM1LjEwNy40Mg==` when applying to show you read the job post completely (`#RMzUuMjM1LjEwNy40Mg==`). This is a beta feature to avoid spam

Hiring organization

Stronghold

Job Location

Worldwide

Base Salary

\$ 60000 - \$ 110000

Date posted

May 9, 2024

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applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com