

Staff Writer Romper

Description

Bustle Digital Group (BDG) is seeking a full-time Staff Writer, Romper to pitch, report, and write for Romper.com and Romper's social channels. The daily responsibilities for this role includes pitching and writing informative, clean, and engaging stories about topics and trends relevant to Romper's readers' interests. Writers will be responsible for using data and analytics to inform their story pitches, with the goal of growing traffic across all platforms, as well as raising brand awareness for Romper. The full-time writer will publish stories on both a daily and longer-lead basis, working alongside their editor to determine cadence. Full-time writers will support Romper in covering live events, award shows, and/or breaking situations, regardless of beat, during the week and as needed on weekends. Writers will also work with their editor to keep a stable of high-performing content updated on a monthly and/or quarterly basis. This writer will also help extensively with Romper's social channels, brainstorming ideas for posts across different channels, creating the assets as needed, helping to maintain the calendar, and working closely with the associate and senior editors to hone Romper's social voice and grow the brand's profile on social channels. Interested candidates should be capable of using SEO tools and analytics to inform and optimize their stories, and should have demonstrated experience using performance insights to ideate on future coverage. This writer will also help ideate content for bigger packages, initiatives, and digital issues. Applicants should have at least 2+ years of writing experience with a proven ability to consistently brainstorm pitches with unique angles and turn in clean copy on a tight deadline. Candidates must also possess a strong individual voice and a deep understanding of Romper's landscape. This is a position covered under a collective bargaining agreement between BDG Media, Inc. and the Writers Guild of America East.

Key Accountabilities:

- Pitch and write on-brand, timely, and/or trend piece story ideas daily
- Cover live events like awards shows as needed, and show initiative and flexibility in covering breaking news during evenings and weekends
- Use (and respond to) internal analytics, SEO tools, and trends to identify new angles and strategy adjustments for stories and social posts.
- Collaborate with other editors and teams on story creation
- Prepare a stable of timely story ideas every day
- Keep a stable of high-performing content updated

Candidate Profile:

- 2+ years writing for an online publication
- Enthusiasm for and deep knowledge of parenting and the online parenting landscape
- Ability to turn in clean, accurate, well-sourced, and authoritative copy in a timely fashion and accept feedback
- Show ability to use analytics, SEO tools, and Social insights to inform story angles and coverage
- Follow Romper's SEO, style, and writing/reporting guidelines
- A knack for writing with voice and flair, and finding unique angles on the day's news
- Comfort covering a wide range of people and topics
- A sense for what makes a Romper story

\$64,000 – \$66,560 a year

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Contacts

Job listing via RemoteOK.com

Hiring organization

BDG

Job Location

Hybrid

Base Salary

\$ 50000 - \$ 110000

Date posted

June 12, 2024

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