

Marketing Writer (Remote, Part-Time)

Jennasis & Associates is hiring an experienced, versatile marketing writer for a part-time, remote independent contractor (1099) position. The successful candidate will be well-versed in digital marketing best practices, and able to adapt their writing style to variable client voices, project goals and delivery channels as dictated by assignment.

The candidate should understand the difference between content writing and copywriting, and be adept at crafting compelling messaging for B2B and B2C clients. They will also be highly organized and self-motivated to fit within our close-knit, virtual culture. The job requires a minimum of 10-15 hours availability each week within standard business hours, a computer with a strong internet connection, and savvy with digital collaborative tools.

Responsibilities & Duties

- Conduct research to increase the credibility of content
- Create engaging, educational long-form content for business blogs, white papers, case studies, social media and more
- Craft persuasive short-form sales copy to promote products and services for web pages, brochures, email campaigns, social ads, and more
- Ensure alignment with client's brand voice and style requirements
- Understand and incorporate basic SEO
- Carefully proofread and edit content for clarity before submission
- Meet deadlines in an organized and timely manner

Qualifications & Skills

- Bachelor's degree in Marketing, communications, journalism or other relevant field
- Minimum 3 years' experience in business writing (marketing capacity preferred)
- Have an excellent grasp of English language and grammar rules (Knowledge of AP Style preferred; other guidelines, such as Forbes, a plus)
- Ability to research and grasp new industries; explain complicated ideas clearly
- Familiarity with digital collaboration and project management tools (ex: Slack, Google Suite, Asana or similar)
- Ability to self-motivate and work independently
- Experience with remote work and/or content strategy a plus



About Jennasis & Associates

THE COMPANY

Jennasis & Associates is a full-service marketing agency that provides scalable digital marketing and business solutions for small-to-medium-sized businesses to help brands create more meaningful relationships with their clients and consumers.

What makes Jennasis unique is its design as a virtual agency. For more than 10 years, we've hired remote associates across geographies, skill sets, and availability to work for a "lifestyle" business. This enables Jennasis to not only maximize a diverse team of high-quality talent, but operate a flexible and scalable model that constantly evolves and adapts to meet client demands from small to large in an ever-changing digital market. We can provide innovative, custom solutions whether a business needs the firm to supplement their marketing department—or BE their marketing department.

THE CULTURE

Jennasis & Associates' team of more than 30 professionals operates remotely across the United States when and where is most suitable for each team member. Our virtual model simultaneously supports a healthy "family-first" lifestyle while encouraging professional creativity and innovation to meet the evolving, on-demand needs of clients.

We have "FUN" with our best-fit associates who embody our culture's core values:

- **Focused:** Focused at JA means displaying ambition to provide the best work for our clients and colleagues on time and on budget; with a drive for success, where we do not settle for second place; and accountability to each other, where everyone is accountable for their contributions.
- **United:** United in JA is *all for one, and one for all...* we stop, collaborate and listen so that we can understand assignments and client/ colleague needs. By doing these things, we work hard to bring out the best in each other so we can all grow together.
- **Noble:** Noble in JA starts with doing what you say. If you take accountability for something, you complete it fully, to the best of your ability- on time and on budget. Leading by example to complete projects will ripple down to all team members. Lastly, being responsive to Asana and Slack makes everyone's life easier and gets things done faster.

jennasis&associates

TO APPLY:

Please visit <https://www.jennasisassociates.com/joinus> and submit your resume today!