



Title: Digital Copywriter

Department: Digital

Reports to: Digital Marketing Manager

Job Summary:

Strong is in search of a **Digital Copywriter** to join the team. The person we're looking for is adaptive, strategic, and creative with the ability to convey both technical and lifestyle ideas effectively through Digital Copywriting. You must be able to produce effective, engaging, and persuasive copy in a timely manner, while working on multiple client initiatives, both independently and within a team environment. Flexibility is critical for success in this position. The Digital Copywriter will write casual, conversational, community-based pieces for clients across the country. Additionally, this candidate will dive into automotive writing about the newest vehicle releases' tech and safety features. Aside from the difference in content styles, often a swift change in strategy or quick deadline may be required, asking for additional ambidexterity. Does this sound like your perfect day? Do you have writing samples? We want to hear from you!

Responsibilities:

- Craft clear, relevant, and original content for blog posts and on-site pages as assigned
 - **Onsite content** includes title, descriptions, keywords + at least 700 words of unique content optimized to SEO standards
 - **Blog content** includes 450 words of unique content which includes external and internal links, titles and headers
- Content responsibilities include:
 - Min of 8 onsite pages written a day, 1+ per hour
 - Or min of 16 blog posts a day, 2+ per hour
- Work closely with the SEO & Social teams on digital content creation and execution to ensure quality and relevant content for clients
- Follow guidelines set by Digital, Brand, and Compliance standards
- Proofread and edit content
- Ensure all-around consistency (style, font, images, grammar, spelling, and tone)
- Maximize site traffic by utilizing Search Engine Optimization keywords and best practices

- Research industry-related topics (such as new vehicle model released) and community-related topics for clients across the country
- Consistently meet internal and external deadlines
- When needed, the Digital Copywriter may be responsible for posting and execution of content
- Stay current on automotive, digital, and content trends
- All other duties as assigned by Manager

Qualifications:

- Bachelor's degree in English, Journalism, or related field
- Strong copywriting and copy-editing skills (please send writing samples)
- Proficiency in Microsoft Office Suite, Google Workspace, and WordPress
- Detail-oriented and deadline-driven with efficient time management
- Creative thinker
- Flexible, can-do attitude
- Strong understanding of target audiences and various writing styles
- Desire to learn and stay current with industry trends
- Automotive industry knowledge is a plus!