

# HIRING: CONTENT WRITER

## About Us

Most small businesses lack the time and expertise to build marketing that gets results. At Mountaintop Web Design, we craft digital marketing solutions so our clients can get more leads that turn into customers.

We founded Mountaintop Web Design because we were tired of seeing people wasting money on bad marketing. We do digital marketing the right way by providing top tier marketing services combined with amazing customer service, integrity, and an emphasis on bringing our clients a return on their investment.

We focus on delivering solutions that produce tangible results for our clients.

If you're passionate about creating impactful content and eager to contribute to a dynamic team, keep reading. We'd love to hear from you!

## About the Role

We are seeking a talented and detail-oriented Content Writer to join our team. In this role, you will craft engaging and high-quality content for various digital marketing channels, including websites, blogs, landing pages, email campaigns, and social media. Your writing will play a critical role in driving traffic, enhancing SEO, and converting leads into customers.

## Responsibilities

- Create compelling marketing materials, including website copy, landing pages, blogs, and email campaigns.
- Collaborate with the marketing team to align content with brand voice and client goals.
- Conduct research to produce accurate, well-informed, and SEO-optimized content.
- Write persuasive copy for PPC ads and social media campaigns.
- Edit and proofread content to ensure clarity, consistency, and grammatical accuracy.
- Stay up-to-date with content trends and digital marketing best practices.

## KPIS

- Enable to take the information provided and successfully build content that is on brand and in the right voice
- Content must be complete & on time
- Content must be SEO optimized & engaging to users
- Content must support the end goal of the requirements (landing page content should help improve conversions)

## Must Have

- Embodiment of our core values (see below)
- Proven experience in content writing for digital marketing.
- Strong understanding of SEO principles and keyword optimization.

- Excellent research, writing, and editing skills.
- Ability to adapt tone and style to match various brands and audiences.
- Strong time management skills and ability to meet deadlines
- Located in the United States

### **Nice to Have**

- Bachelor's degree in a related field
- Content Writing, and/or marketing experience
- SEO experience

### **Our Core Values**

- Integrity
- Excellence
- Customer Centered
- ROI for clients

### **Schedule**

- Contract Role - Schedule dependent on meeting reasonable project deadlines we set together
- Part-time with hours increasing over time
- Fully Remote
- Pay: \$20-30/hour

### **Applications**

To apply, please send your resume and a sample of your marketing-related copywriting work while filling out our application here: <https://mountaintopwebdesign.com/careers/application/>