

Corporate Writer

Position Overview

Comfortable working with executive level client groups and a wide scope of internal and external resources, the Corporate Writer is responsible for delivering high quality writing projects, on time and on budget. He or she discusses strategies with clients and recommends a variety of solutions for advertising campaigns, direct and/or digital marketing programs, and distributor training programs. Experience in corporate writing and social media content development is required. Strong interpersonal skills are vital.

Primary Responsibilities

Message Development

- Using technical writing skills, write social media posts, individual blogs, articles, whitepapers and documents
- Structure and plan individual projects
- Edit, revise and review work in response to feedback
- Work to meet tight deadlines
- Work with clients to develop social media content on key topic areas
- Submit material for publication in the required and expected format
- Network with other writers as well as others involved in a program such as executives, client stakeholders and event organizers
- Critique the work of other writers, including sometimes providing mentoring or coaching
- Write press releases and prepare information for the media

Project Management

- Report to ITFO project manager and work with writing services and program lead to coordinate all activities and programs
- Participate in internal project status meetings and ongoing project schedule updates
- Work on multiple projects simultaneously and understand project priorities in the context of agency and client expectations
- Develop a detailed project plan to monitor and track progress
- Measure project performance using appropriate tools and techniques
- Create and maintain relevant project documentation
- Prepare internal reports about activities and developments

Client Development

- Establish and nurture client relationships at a senior level
- Develop client relationships by participating in strategic initiatives to enhance and sustain programs
- Work with clients to understand their needs and suggest solutions that enhance their business and create opportunities for other agency team members
- Engage in client marketing activities, including helping maintain clients' online presence through a website, blog or social media presence
- Help develop client's corporate image and identity
- Work with client partners to analyze project needs, to help ensure that they fit with resourcing, project objectives and quality standards
- Know the questions to ask to onboard each project smoothly
- Report and escalate problems to management as needed
- Successfully manage the relationship with the client and all stakeholders
- Perform risk management to minimize project risks

Qualifications

Required:

- Advanced technical writing skills with impeccable attention to detail
- Advanced social media copywriting skills
- Long-form copywriting skills
- Relevant post-secondary education and/or equivalent
- Ability to assimilate new information quickly and reflect that knowledge in the voice of the customer
- Ability to work with senior organizational leaders

Nice to have:

- Project management skills
- Internal communications experience
- Content management experience
- Web analytics capabilities

This is a part-time to full-time contract role. To apply for this position submit a resume and cover letter—or to ask questions—please contact: careers@itfo.ca