

Job title: Content Specialist

Reports to: Content Lead

Why work for Avalanche:

Avalanche Creative is a small but growing SEO and content agency that is committed to getting great results for our clients. We take a different approach to SEO that ensures that our customers feel educated and cared for and that they get the results they are looking for. This position will play an essential role in implementing content strategies for our clients and ensuring the quality of the work we put out. It will provide the opportunity to make a meaningful contribution to the growth and longevity of a team-oriented company. We work hard and care deeply about our customers, but we also prioritize a healthy work/life balance and a fun environment. At Avalanche, you will get the benefits of a small team as well as the opportunities of a growing company.

Compensation: \$40,000 - \$45,000

Benefits:

- Starting at 20 days of PTO
- Paid holidays (including your birthday!)
- Paid parental leave
- Flextime and remote-friendly work environment
- Health, dental, and vision insurance
- Retirement match
- Quarterly profit-sharing bonus and annual raise

Duties and responsibilities:

- Write and produce content for clients
- Create research-based content templates
- Conduct interviews with clients to gather information for writing a piece
- Publish content to clients' websites, including linking, finding images, alt text, etc.
- Write and produce content for Avalanche Creative on a regular basis
- Assist with editing existing client content
- Incorporate edits from clients
- Meet monthly deadlines
- Other duties, as assigned

Preferred skills and attributes:

- Minimum 1 year experience as a full-time writer
- Quality writing and verbal communication skills
- Ability to work independently, seek help as needed, and contribute to team and company culture
- Ability to work remotely
- Ability to adapt in a fast-paced environment
- Ability to follow a process but get creative within that process
- Ability to understand and empathize with the searcher
- Excellent analytical skills
- Eager to grow in your understanding of SEO and content marketing
- Experience working with in-house style guides preferred
- SEO content writing experience highly preferred
- Experience working with SEMRush and Google Products (GMB, Google Analytics) preferred
- Bachelor's degree or equivalent experience required

Hours and Schedule:

- Approximately 40 hours per week
- Exempt position which may require additional hours worked beyond 40 hours per week based on workload and projects
- Expected to be available and working from 10:00 a.m.–4:00 p.m. Monday–Friday EST
- Remaining hours may be completed at any time throughout the week
- Remote-friendly work environment
- Authorized to work in the U.S. (*residents of Michigan or Florida preferred*)

Use this link to apply: <https://forms.gle/5fTMGCGemyihsAmr6>