



Content Writer (Remote Applicants Welcome)

THE GIG

We are a rapidly growing digital agency in Canada (but really, we're worldwide) seeking an experienced content writer with great copywriting skills that will help us paint content for web pages, social media posts and create the stuff that people want to read online.

Our company is unfolding and we're seeking a brilliant multi-disciplinary Content Writer with a bit of content awareness, laser-focused social strategy and digital marketing skills. You'll be working with the Digital Marketing team as a freelancer with the possibility of going full-time.

Our team consists of creative industry rogues, social media lovers and digital marketing admirers. We're creating the stuff the internet wants to see in their feeds. Whether it's Instagram memes, increased ad watch time, more website traffic or sales funnels. We're passionate storytellers and are looking for like-minded people to join our digital culture.

ROLE

We're looking for a passionate and energetic person who is laser-focused on content strategy which can grow website traffic and engage social media visitors by 10X. Our ideal candidate is a creative content writer with writing skills that can 'jazz up' stale boring content.

This role requires you to be a native-English speaker and self managed to work in a 100% remote environment. On a day-to-day basis, you will be responsible for various content writing tasks that will be provided to you on Monday.com from the Project Manager. You'll work with the Director of Digital Marketing and get opportunities to work directly with our CEO.

To thrive in this role, you will need to keep up with digital marketing industry trends, copywriting, and social media trends.



KNOWLEDGE & SKILLS

Experienced content marketer to write social posts, blog articles, and websites pages

Editorial mindset with an ability to predict audience preferences

Experience with content marketing strategies and setting short-term content goals

Knowledge of SEO best practices for blog articles & web pages

Adept at identifying content marketing ideas to achieve business targets

Collaborate with digital marketers & graphics designers to produce high-quality content

Edit, proofread and improve website pages, SMM posts, blogs, lead magnets, sales funnels

Knowledge of conversion rate optimization and content marketing metrics

Experience with WordPress and blog posting is a nice to have

High level of empathy - it's important for our Content Writers to be good people to peers and customers

Excellent communication and writing skills in English

Punctilious

Soft Skills

You're responsible, accountable, deeply passionate about your own personal interests and hobbies, and... you're kind, compassionate, empathetic because you love the magic of digital marketing & online collaboration. Most importantly you want to be a part of a Team of incredible people working together all around the world!

Want in?

Apply with relevant work samples demonstrating why you're the right candidate for the Content Strategist & Writing position.

Mike Kwal Digital is committed to maintaining a diverse remote work environment and is proud to be an equal opportunity employer. All qualified applicants, regardless of race, color, religion, gender, gender identity, pregnancy, marital or civil partnership status, orientation, religious belief, part time or fixed term employment, or genetics, disability, age, or veteran status will receive consideration for employment. If



you have any accessibility requirements or concerns regarding the hiring process or employment with us, please notify us so we can provide suitable accommodation.