

Content Marketing Blogger(s)

Do you write and create amazing content regularly? Do you already write for the people development industry? Do you want another client who offers consistent work with the opportunity for more work?

We want you. To help us change the way the world works.

If you know how to write for a strategic business leader, HR leader and meetings/events leader – we value you and your experience. You know how to write about our buyers' pain points while using keywords relevant to them and the almighty google. Which means you write insightful content that leaders share and you know how to get search engines to help too.

We're Looking For

1-3 Content Marketing Blogger(s) who know 1 or 2 or 3 of our target buyers. We want you to be more than a contractor. We want you to become an integral part of our team.

All About You

You believe in a dual-minded approach: You're both a highly-creative, excellent writer AND you love process, time and love to use data to innovate.

The Content Marketing Blogger(s) collaborate with the Manager of Making it Happen, and works closely with other team members, including the CEO. The ability to work collaboratively and creatively within a distributed team is vital to this position, since our team members work around the world.

How We Work

We work together. We collaborate and innovate. We constantly look for better ways to achieve results. We avoid reasons – nothing amazing got created from reasons. We ask questions like, "How could we...?" and "where else has this been solved before?" and "what would it take to...?"

Why Choose Learn2?

We are out to transform how the world works. We believe people are capable of doing anything. And we've committed to women and actively seek out how to evolve humanity's relationship to women leaders. We acquired the Women in Leadership & Business Conference to demonstrate the value of raising women up and the value of a diversity of perspectives.

Responsibilities

- Create weekly blog(s) to attract subscribers and begin the conversions through helpful content that solves specific buyer pain points

- Combine weekly blogs into a high-quality Resource or digital assets
- Write and optimize persona specific emails for lead generation and email drip campaigns

If we love your work, then we could add more... including and definitely not limited to:

- Improvement projects on existing blogs based on analytics and keywords to improve value to buyer types
- Rewrite program pages using target keywords to optimize page conversions
- Writing program descriptions and proposals to clients
- Collaborate with Learn2 Practitioners to produce relevant content for buyers

Education

University degree or college diploma preferred – although proven writing experience is most important. Self-taught is also preferred, if you've learned how to do it or done it for someone – show us.

Experience

1. Experience with the specific personas is most important. We want you to know the business leaders, HR leaders and business event professionals
2. Experience in content marketing for business is helpful. Blogs. Blogs into EBooks. Digital Assets. Webpages. Landing pages. Words that move specific people to specific action
3. Industry experience or writing within the coaching, L+D, HR, leadership industries
4. If you have to learn everything, then be prepared to invest personal time learning after hours and weekends. We believe in giving good people the opportunity to prove themselves

The Skills We'd Want You to Have Ideally

1. Must be really comfortable in Wordpress, ideally marketing automation software (like Infusionsoft), great to know Google tools, and awesome to have Adobe Creative Suite
2. Brilliant English writing. We support French and Spanish clients too with an office in Mexico and partners in North, South and Central America. So all those languages are helpful even Portuguese

Our Laundry List for Being a Great Team Member

- A passion for learning and changing how the world works

- Exceptional writing and editing skills, with the ability to adopt the style, tone, and voice of our business across channels and types of content
- An curious mind so you are interested in using data to optimize marketing reach and results
- Excellent organizational skills to work independently and manage your timelines and projects with many contributors
- Accuracy and attention to detail
- Ability to consistently meet daily, weekly and monthly deadlines
- Ability to rapidly learn and use new software since we innovate a lot
- Ability to effectively communicate with other team members
- Self-motivated in a non-traditional work environment
- Ability to thrive in a fast paced, changing environment

Location

The Content Marketing Blogger(s) work remotely at their own location.

Hours

This is a Contract position starting at 7 hours/week. Hours can if we love your work and want more of it. Lots of cleanup to do on existing pages and blogs.

How You Apply

Please show you are the right person. You could just send out what you send out to everyone. **Or you can do this differently and stand out.** Please include in your application:

1. A **letter** that addresses why we would want to hire you
2. **Resume** or link to your LinkedIn or profile
3. A **blog** or writing to showcase your writing skills in our industry with one or all 3 of our personas.

Screening begins on November 13 and we accept applications until the people get found. Learn2 conducts and pays for a pre-hiring project for all candidates. Please send your full application to Amy Dano at Amy@Learn2.com. If you are attaching documents to your email, please merge them into one file and label it with your name.

Learn2 provides equal employment opportunities to achieve an inclusive, diverse workplace that values each individual.

About Learn2

Learn2 is changing the way the world learns. We support client transformations by helping clients engage their teams to achieve great business results. We cover the Americas and are launching a global platform to support clients and people professionals around the world to deliver transformation support through learning.