**Mission**

EdReports is at the forefront of the curriculum reform movement. By increasing the capacity of educators to identify and demand the highest quality curriculum, EdReports is both disrupting a multibillion dollar market and transforming the way students are taught and ultimately perform. With the firm belief that what is taught matters and that all students deserve high-quality materials, EdReports publishes free, online, evidence-rich reviews of instructional materials.

**Purpose of Position**

EdReports is looking for a Content Writer to join our communications team to enrich our website with new blog posts, how-to resources, and marketing copy as well as support email marketing endeavors and provide light administration of our website. The Content Writer will play a vital role developing and executing integrated campaigns to deliver on EdReports' mission to improve public education. They are a self-starter, strategic thinker, and strong communicator with a focus on ensuring all school districts, particularly those supporting our most underserved students, are reached. They have a high level of expertise with writing content optimized for an online experience and are able to quickly connect the dots between how a user experiences content across multiple channels. They thrive on data and can analyze marketing analytics and metrics to constantly adjust content to meet goals. The ideal candidate for this role has new ideas and perspectives to bring to the table, and also has the technical ability and know-how to execute those ideas.

**Key Responsibilities**

**WEBSITE AND EMAIL CONTENT DEVELOPMENT: 80%**

- Write clear marketing copy to promote our products/services for our website and email communications; work closely with the communications team to develop and execute content and campaigns;
- Develop, execute, and optimize an SEO strategy to increase web traffic;
- Research industry-related topics (combining online sources, interviews, and studies);
- Prepare well-structured drafts using content management systems;
- Proofread and edit blog posts before publication;
- Submit work to editors for input and approval;
- Be the primary Comms point of contact for Klawe Fellows to build relationships, identify story opportunities, and pinpoint communications training needs;
- Identify audience needs and gaps in our content and recommend new topics;
- Ensure all-around consistency (style, fonts, images, and tone);
- Partner with colleagues across the organization to build relationships, collaborate effectively, and inform content; and,
- Ensure all digital marketing initiatives are fully aligned to the annual communications plan, and assist in maintaining the organization's image, identity, and communication style across all creative platforms.

**SYSTEMS SUPPORT: EMAIL MARKETING AND WEBSITE ADMINISTRATION: 20%**

- Day to day management of our email marketing system, Pardot, including:
    - Laying out, testing, and launching weekly eBlasts
    - Building and maintaining new templates as needed
    - Reviewing and tracking eBlast performance
    - Recommending areas for improvement based on performance data
- Day to day management of website, including:
    - Coordinating and executing report releases
    - Creating new web pages and landing pages
    - Updating or removing content
    - Troubleshooting issues and liaising with development team to address bugs when necessary
    - Tracking website performance and contributing to monthly key performance indicator summaries

**Qualifications:**
- Passion for EdReports' mission and vision;
- 3-5 years of work experience as a web content writer, copywriter, or similar role with an emphasis on multi-channel strategy;
- Portfolio of published articles;
- High level of comfort interviewing subject matter experts;
- Experience doing research using multiple sources;
- Familiarity with email communications strategies;
- Excellent writing and editing skills in English;
- Preferred, but not required:
    - Hands-on experience with content management systems (i.e. WordPress)
    - Experience in SEO, including keyword research, ranking factors, analysis, and backlinks;
    - Knowledge of basic HTML and WYSIWYG use;
- Ability to work independently and collaboratively;
- Track record of delivering quality work on time;
- Experience in K-12 education, preferred;
- Fluent in Microsoft Office suite (Excel, PowerPoint, etc.), required;

- College degree preferred (ideally in Marketing, English, Journalism or related fields), but not required

**Benefits:**

We offer a highly-competitive benefits package for eligible employees that includes PTO, prorated to start date, of 4 weeks of vacation per calendar year, 3 personal days, and unlimited sick time; medical, dental, and vision insurance; short and longterm disability insurance; life insurance; 401(k) retirement plan, a whole host of ancillary benefits, and thirteen (13) paid holidays.

**Salary:**

The range for this position is $70,000 - $78,000 annually. At EdReports, in setting a final offer for a position, we consider the experience and skill of the candidates while striving to maintain equity in our compensation bands. For this and other reasons, our salary offers are non-negotiable.

**We Value All  Voices:**

EdReports is committed to equal-employment principles and we recognize the value of committed employees who feel they are being treated in an equitable and professional manner. We strive to find ways to attract, develop, and retain the talent needed to meet business objectives, and to recruit and employ highly qualified individuals representing the diverse communities in which we live, work, and serve. As such, all employment decisions at EdReports are based on business needs, job requirements, and individual qualifications, without regard to race, color, religion or belief, sex, sexual orientation, gender identity, national origin, veteran or disability status, family or parental status, or any other status protected by the laws or regulations in the locations where we operate.

To apply: Submit a resume, cover letter, and a short writing sample