

Content Marketing Writer Wanted at Tech Company (Cambridge)



Location

Maryland

<https://www.genclassifieds.com/x-697177-z>

looking for a Writer And Data Editor to join the Content Marketing team. This position is responsible for writing data-driven news stories (using data derived from Meltwater's own media intelligence software) as well as thought-leadership pieces on the importance of data in marketing and PR. Projects will take the form of blogs, bylines, social posts, website content, infographics, ebooks, and occasional demand generation content. This next-generation marketing journalist will cover everything from current events and politics to pop culture to technology, with a special focus on trends in marketing and PR. The ideal candidate is a natural storyteller with a knack for looking at data and seeing the hook.

Key responsibilities: Conceive, write, and produce data-driven stories and analysis, from quick-hit articles and analysis on the news of the day, to medium-term features on viral stories of the week, to longer-term enterprise projects. Discovers and curates interesting content in a large range of categories/topics across the Web. Create content with mainstream appeal (pop culture, politics, sports etc) drawing from news and social media monitoring tool. Experience synthesizing, simplifying and presenting complex information in an appealing, clear and innovative way. Generate story ideas and projects that are driven by data and original reporting. Interrogate data and make incisive arguments about what it says. Work closely with departments across the Guardian to provide supporting data, statistics and charts to accompany regular stories, features, videos and interactive projects. Work effectively within brand guidelines and departmental processes. Requirements: BA/BS (or equivalent experience) in Journalism, Sociology, or related fields. A portfolio of writing samples. 2 years of previous writing and editorial experience in technology and/or marketing and media. Experience using data, numbers and statistics in research fields or journalism to create content. Excellent communication skills in written and spoken English. Mastery of social media (and an interest in staying up to date). Sensitive to news and current events/ trends. Ability to work both independently and in collaborative environments. Ability to think creatively and strategically, demonstrating passion around finding the best way to tell every story. Local candidates only, no relocation will be provided. If this sounds good and you want to find jobs similar, than please check us out at: freelancingwork.us



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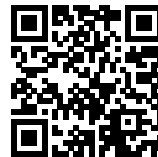
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