

Content Creator/Industry Journalist

Description

Create content for newsletters, websites and products, produce as articles, reports, presentations and as content for videos or training products.

Qualifications

- Ability to research topics, conduct interviews and produce content based on what you learned.
- Excellent writer, meaning writing in conversational tone that's approachable and easy to understand.
- Familiar enough with the Florida legislative process to communicate what's happening to individuals around the state who are not familiar.
- Can gain quickly understand industry jargon, acronyms and ways of viewing the world to understand the context of your messages, to meet the reader where they are and to tell them the story based on their point of view.
- Well organized, can manage multiple project timelines at once to ensure several marketing and communications initiatives operate in a timely manner.
- The ability to understand associations and their effective operation as demonstrated with past work experience.
- Familiarity office procedures and policies and the ability to manage multiple tasks with little supervision.
- Position demands extensive interpersonal skills with members, staff, and account executives.

Responsibilities

- Interview multiple industry experts to compile articles on interesting topics based on the input and feedback you receive, which sometimes will be conflicting when it comes from different sources.
- Interview members to find out what's working in their business to create profiles for newsletters and websites.
- Create articles and special reports based on transcripts from presentations made at industry events.
- Work with industry experts to assemble home study products which include written materials, audio interviews and step-by-step instruction.
- Ghost write articles for newsletter on behalf of industry leaders after interviewing them on what they'd like to express.

Requirements

- Familiarity with posting content to blogs and websites using HTML editors.
- Typing at 35 characters a minute
- Valid driver's license.
- Dependable transportation.
- Bachelor degree at an accredited university preferred.