



Truematter Internship

Web Writing & Content Strategy

What We're Looking For

Truematter is a user experience consultancy that makes websites and applications that are user-friendly and loved by the people who interact with them. We care deeply about online content and devote great energy to its excellence. We need a content intern to help lighten our significant load. We are also looking for people who might be a good fit for our team longer term. Show us you were born to write and strategize online content.

Required Skills & Qualities

This is a writing internship. You will write extensively every day you're in the office. If you don't feel passion burning in your heart for words and writing, this internship is not for you.

- **Degree Program** – We're looking for interns pursuing degrees in:
 - Journalism / Communications
 - English / Writing
 - Library Science
 - Related Writing-Centric Programs
- **General Writing Skills** – High proficiency in English grammar and usage. Familiarity with AP style.
- **Interactive Writing Skills** – We'd love you to have experience writing content, particularly microcopy, online. If you don't, the strength of your writing should knock our socks off.
- **Content Organization** – Experience organizing disparate pieces of content into clear categories.
- **Software Skills** - Strong Proficiency
 - *Required* - Microsoft Office (e.g. Word)
 - *Required* - Mac or PC operating systems.
 - *Desired* - Adobe Creative Suite (e.g. InDesign)
- **Learning & Curiosity** - Relentless desire to learn and immerse yourself in all things interactive.

- **Independence** - The ability to make things happen with limited direction. Excellent proactive attitude, take-charge personality, and “can-do” demeanor.
- **Personal Organization** - Ability to multi-task and meet tight deadlines.

Warning – We don’t do traditional copywriting.

Writing for the web is *very* different from traditional or advertising copywriting. You’ll need to be willing to learn how to write online and aspire to create outstanding web content within the standards and best practices of our discipline, user experience.

Responsibilities

Write and Edit

Author, edit, and assist with writing for web sites, intranets, apps, mobile sites, software, internal projects and the like. Learn the principles of web writing and apply them to your work.

Learn Content Strategy

Immerse yourself in the fascinating craft of content strategy. Contribute to content strategy documentation. Participate in client discovery and user testing sessions.

Evaluation Criteria

Applicants will be evaluated based on experience, online samples, interview, and references.

Hours & Trial Period

- 10-20 hours per week, on-site (paid).
- 4-week trial period to verify skills and fit.

Send resume to:

Truematter

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