



Junior Content Strategist (part-time)

A junior content strategist at truematter supports the director of content strategy in gathering, managing, researching, planning, writing, and refining all content for internal and client digital products (websites, apps, intranets, and software).

What We're Looking For

Writing Quality

This is a writing-intensive position. If you don't wake up with a burning desire in your heart every day for writing, words, and language, this position is not for you. Show us you were born to write and strategize online content.

Digital Affinity

The right person must be willing to learn to write effectively for digital interfaces, a very different form of writing from creating traditional media communications. The junior content strategist will, on a daily basis, plan and write microcopy for clients' digital products such as headings, buttons, error messaging, labels, etc.

User-Centered Focus

An excellent junior content strategist has an innate understanding of how to sync words and content with both users' needs and clients' business goals. This person must be passionate about writing for the real people who use sites and apps and be willing to stand up for the needs and goals of those real people in the name of great user experience.

Drive

All things being equal, we'll pay close attention to the candidate who is a strong writer, shows a sincere interest in learning to develop content effectively for the web, and demonstrates a take charge, "can-do" attitude.

Required Qualities/Skills

- **Strong Writing Capability** – You must be able to write quickly, clearly, and with minimal errors. You should be familiar with one of the standard writing style guides, preferably AP style.
- **Content Organization** – Experience organizing disparate pieces of content into clear categories.
- **Creative Problem-Solving** – The ability to see a way forward where others might get stuck or have a difficult time resolving an issue.
- **Time Management** – Able to balance multiple projects with shifting priorities and timelines.
- **Verbal Communication Skills** – You must be able to articulate reasoning behind strategic choices.
- **Collaboration** – You should have experience with working closely with professionals in other disciplines and be comfortable problem solving as part of a team.
- **Client Interaction** – Professional, positive client interaction is a must in this position.
- **Investigative** – Be well-versed in conducting research and finding answers to difficult questions.
- **Self-Starter** – If you always need to be told what to do next, this position is not for you.
- **A True Interest in the Digital World** – You’ll spend the majority of time working on digital products. Prior experience with digital writing is a plus, but the desire to learn is critical.

Preferred Qualities/Skills

- **Software & Technology** – Experience/proficiency with:
 - Microsoft Office (Required)
 - InDesign
 - Wireframing or Prototyping Software
 - Content Management Systems
- **Code** – Some exposure to or experience with HTML and CSS.

Responsibilities

Plan, gather, manage, strategize, and write content for sites, apps, and software products.

Produce content audits, microcopy, content strategy, and content management documentation for complex digital products. The person in this position often makes strategic and tactical decisions related to words, content, structure, and user tasks.

Write additional internal materials.

From time to time, the junior content strategist will also be asked to write additional materials including articles, press releases, email campaigns, case studies, etc. as the need arises.

Keep track of internal content efforts.

This position is responsible for ensuring the consistency of internal publishing and content efforts including posting and promoting new articles, creating and sending email campaigns, helping to plan company events, managing speaking engagements, and more.

Become a zealous advocate for the real people who use technology.

Work to become an expert in the field of UX content strategy and people-centered digital products. Participate in user research sessions and client discovery activities. Advocate tirelessly for users and their experience with a site, app, or software product – particularly when it comes to the words.

Learn content strategy.

Immerse yourself in the fascinating craft of content strategy. If you have experience with content strategy, hone your skills and approach to create the best content experiences possible.

Communicate externally and internally.

Facilitate internal team communication, bridging the gap between content, visual design, and functional development. Successfully communicate the value of good content strategy and UX best practices to clients. Contribute in a significant way to client discussions and engagements.

Education

BA or higher expected but not required if work experience and samples are stellar. Typical degrees:

- English/Journalism
- Communications
- Psychology
- Library Science

Experience

This is a junior position. No prior digital experience is necessary, but you should have at least 2-3 years of experience writing on a regular basis. You should be able to show demonstrable experience writing for a variety of media, industries, and audiences. If you lack this, you must WOW us with your innate understanding of the written word and outstanding ability to grasp and execute the position's requirements.

To Apply

Send your resume, a cover letter, and three writing clips to ideas@truematter.com.

Applicants will be evaluated based on experience, writing clips, interview, and references.

truematter

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