

CONTENT PRODUCER

The iA Institute



ABOUT THE JOB

The iA Institute seeks a motivated, creative Content Producer to create primarily written content for a B2B media company covering financial services. This will include (but will not be limited to) writing blog posts, interviewing contacts, consulting relevant sources for research, producing video interviews, copywriting, and providing marketing support where required. In this role, you'll provide creative material, develop content, and support the delivery of media products on a regular schedule for multiple lines of business.

We have a strong, established and respected brand and we need help getting meaningful content to our audience. There is ample opportunity here for a motivated Content Producer to build new skills and learn more about B2B media, financial services, and marketing. If you love writing content that helps people do their jobs well, if you're curious, and if you want to produce content that resonates with people, you really should apply for this job.

RESPONSIBILITIES

- With support from the Director of Operations, perform industry-specific research to identify trending topics and areas of interest to The iA Institute's audiences.
- Help curate the content strategies for multiple lines of business.
- Working with the Director of Operations, conduct keyword research and topic ideation.
- Maintain an editorial calendar.
- Develop compelling written and multimedia content in alignment with The iA Institute's Brand and the content strategy for each line of business, including the established voice and tone of each line of business.
- Support The iA Institute's corporate growth strategy and goals by creating or curating content that attracts new visitors, increases time on site, and encourages conversion.
- Other duties as assigned.

QUALIFICATIONS & EXPERIENCE

- About two years of professional writing experience
- An organized, self-starter with excellent attention to detail and the ability to work independently and in a team environment
- Excellent writing, storytelling, and editing skills, with some experience developing engaging content for a B2B audience
- Project management and time management skills for working on several different projects concurrently
- Curiosity about new, niche subjects
- Strong interpersonal skills for interacting with contacts and conducting interviews
- Good understanding of website reporting metrics and analytics
- Experience with SEO a big plus
- Video editing experience not necessary but a plus

BENEFITS

- Gain experience in all aspects of creating digital content.
- Remote work culture with opportunities to connect with coworkers in person.
- Ample opportunities for growth.
- Opportunities for varied, creative work and project ownership.
- Work as a part of a small team that values your human-ness.
- Generous leave policy.
- Medical, Vision, Prescription Drug.
- 401(k).

INTERESTED? LET'S CHAT!

Please email your resume, cover letter and 2-3 examples of your work to erin@insidearm.com. Please use the subject line "iA Content Producer - [your name]".

WWW.THEIAINSTITUTE.COM

