



Career Content Copy Writer

The Career Content Copy Writer is a volunteer on the Communications committee and works closely with the Content or Communications Director on deadlines and quality of content. This position is responsible for creating career content for the chapter website and for a bi-weekly career dedicated email to our constituency.

Specific Responsibilities:

- Responsible for creating content for bi-weekly email which may include:
 - Summary of jobs posted on chapter job board
 - Articles of interest to marketing job seekers in Chicago
 - Articles of interest to employers who are seeking to fill marketing positions
 - How to write an ad
 - How to effectively interview to find best candidates
- Responsible for contributing content to the chapter Career Connections web page which may include:
 - Link to interviews with speakers we have had at previous Career Smart events
 - Short paragraphs with tips for job seekers
 - Short paragraphs with tips for employers on hiring techniques
 - Link to our job board to either post or find a job
 - Content on the state of marketing employment in Chicago
 - Anything a person seeking a marketing job in "Chicago might find useful
 - Temporary ad space where we can place an ad for our semi-annual Career Connections event (spring and fall of each year)
- Responsible for creating Social Media content for Chicago career content each month:
 - *One Tweet*
 - *One Facebook post*
 - *One LinkedIn post*
 - *One Instagram post*
- Responsible for finding/writing a blog post twice a year to be posted within 4 weeks of an upcoming Career Connections event. This can be original content or an interview of a career specialist.
- Prior to distribution, submit all content to Comms Director or VP Communications for approval. Participate in monthly communications team conference call (day/time determined by VP of Communications).
- Work toward making the chapter website Career pages the FIRST place a marketer goes to learn about career opportunities and job seeking strategies.