

---

## Web Content Writer/Producer

As a content creator on a multi-disciplinary product team, you'll work alongside designers, developers, and project managers to plan and build custom digital experiences. Your job is to craft product content that's precise, human, and helpful.

*To be successful in this role, you must:*

- Be a strong, adaptable writer who is familiar with digital content best practices
- Possess an immaculate attention to detail that is evident in the quality and polish of your writing
- Take your work more seriously than yourself
- Use language to help design end-to-end user experiences
- Be able to juggle multiple projects in a fast-paced, deadline-sensitive environment
- Have a working knowledge of current and emerging web standards (don't worry, no coding necessary), and are sensitive to the implications of specialties like Search Engine Optimization
- Possess strong interpersonal skills, noting where work overlaps across the team and bringing together folks
- Understand that feedback is part of every project
- Leverage data to drive your messaging decisions
- Communicate ideas clearly to internal and external team members
- Enjoy logging into work every day

*The person chosen for this position will:*

## **PLAN—20%**

- Help translate project goals and user experience recommendations into content plans for a wide range of digital products and services
- Participate in the content auditing and sitemapping process, helping to align client needs and product requirements

## **CREATE—60%**

- Help translate project goals and user experience recommendations into content plans for a wide range of digital products and services
- Collaborate with other Firefli team members and client subject matter experts to identify content needs, leverage existing content, and write new content
- Create, edit, or work within established tone and voice standards, ensuring details (such as headlines, captions, etc.) support the overall user experience
- Participate internal and external content review, workflow, and approval process
- Transfer approved content into relevant content management systems

## **MAINTAIN—20%**

- Actively participate in both internal and external QA to identify and correct bugs and other issues
- Make recommendations regarding content governance
- Complete on-going content maintenance requests on behalf of clients
- Participate in client training and hand-off

## **BONUS SKILLS**

- Interest in or experience with User Experience and Information Architecture
- Familiarity with accessibility best practices as it relates to content
- Knowledge of foundational Search Engine Optimization and on-page content best practices
- Basic knowledge of HTML