

Our growing company is looking for a talented and experienced **content creator and contributor** to craft and edit content for our digital platforms and print publications. Having a background or some experience with writing on insurance is a bonus.

This person in this role will work remotely within North America and will be key in creating content for our blog platform as well as someone who can actively pitch articles and blogs to third party platforms, both online and print. In addition, someone who has knowledge of basic SEO techniques while staying up to speed on changes related to SEO. Ultimately, a passionate-for-words, top-performing content creator and contributor who is able to develop strategies that will increase website traffic and Insurely's public persona and awareness.

But before we get to the real fun stuff, here's a low-down of what the role of Content Creator/Contributor looks like:

- Research industry-related topics in order to develop original content.
- Speak the Insurely voice – light, humorous and easy for anyone to read.
- Develop content for blogs, articles, product descriptions, social media and company website.
- Editing and polishing existing content to improve readability.
- Conducting keyword research and using SEO best practices to increase traffic to company website.
- Identifying customers' needs and recommending new content to address gaps in the company's current content.
- Work with Insurely team (remotely) to create and execute content ideas. Sharing is caring.

Content Writer Requirements:

- Proven content writing or copywriting experience
- Proficient in all digital applications (Microsoft and Mac compatible)
- A portfolio of published articles to show off
- Excellent writing and editing skills
- Some experience/base knowledge of the insurance industry – not a must but certainly helpful
- The ability to work in a fast paced, start-up environment
- Effective communication skills

We're actively looking for someone who has some insurance industry experience because we do want the words to roll right off your pen, but we're also open to someone who is willing to learn on the job and have a general interest in the topic at hand. If your resume rocks and you think it'll make our hearts pitter patter, please reach out.

We are rebellious spirits who do things differently, but we always make sure we have fun on the job, get our work done, work as a team (because teamwork makes the dream work, right?), collaborate and always play on an even playing field.

Please send your resume cover letter and portfolio to hello@insurely.ca.

**Only qualified candidates will be considered and contacted for this role.*