



## **Marketing and Technical Web writer - NY**

**Type: Consulting - Full Time (4-6 months in-house)**

**Min. Experience: Mid-senior level**

**Description:** World Education Services (WES) is a non-profit organization working in the field of international education and credential evaluation. WES is seeking an interim web writer/consultant (4-6 month assignment) with exceptional talent in writing informational, instructional and marketing copy for global websites. You should be able to demystify jargon, come up with good story ideas, and draft informational and technical/instructional copy with minimal guidance. Your style should be simple, easy-to-understand, and written for higher education and English as a Second Language (ESL) audiences.

### **Professional Requirements:**

- Experience writing for not-for-profits, higher education institutions and/or ESL audiences is preferable
- Solid understanding of marketing communications, SEO, email marketing, sound understanding of usability fundamentals and information design
- A solid understanding of issues and trends in higher education
- Exceptional writing skills: must be detail-oriented and be able to work under deadline

### **Your Key Responsibilities:**

- Write, edit, post and proof informational, instructional and marketing copy for B-B and B-C audiences
- Draft technical writing for application and order processes
- Gather and organize complex information, then translate it into easy-to-understand compelling language
- Collaborate with the marketing team and senior staff in the brainstorming, development and execution of story ideas
- Ability to work on multiple projects and prioritize tasks

### **Experience Guidelines:**

- B.A. degree from a four-year college or university in journalism, communications, or other related field
- 5-8 years informational web writing experience
- Excellent writing skills, with proven technical writing abilities
- Superior ability to identify errors in grammar, spelling punctuation, capitalization and style
- Excellent time management skills. Ability to handle multiple projects in a fast-paced environment
- Strong command of the English language

**To Apply:** Please submit your resume, cover letter, 3 web writing samples and your desired salary to the HR Manager at [rschaffer@wes.org](mailto:rschaffer@wes.org)