



Content Writer

INTO North America

Company Background

INTO University Partnerships collaborates with leading universities to provide international students with a personalized and highly supportive learning environment in which to acclimate to life on a US university campus and prepare for long-term academic success. Since 2006, INTO has launched partnerships to internationalize 20 universities in the US, UK and Asia, including Oregon State University, University of South Florida, George Mason University, Drew University, Saint Louis University, University of Alabama at Birmingham, Suffolk University and Hofstra University.

Job Overview

As a member of the INTO North America team, the Content Writer will be responsible for copywriting content for use across a variety of INTO's marketing channels to support the needs of the business. They will write copy for INTO North America's digital channels, including email, social media and blog channel projects as well as print channels like flyers and brochures.

Key Responsibilities

This is a valued role in a growing, dynamic organization, so the responsibilities of the position may change over time but will include the following:

- Write copy for all digital and print channels including websites, social media posts, blogs, brochures, flyers, affiliate marketing websites, videos and monthly newsletters for business to customer and business to business audience.
- Support global campaigns with copywriting including, but not limited to, seasonal recruitment campaigns, email campaigns, milestone anniversaries for universities, and alumni content creation and interviewing.
- Undertake information management to ensure content is always accurate, meet messaging and tone of voice guidelines and conforms to the necessary external regulations.
- Provide content writing support for university partners operating without a marketing communication specialist on their team.
- Develop and maintain good relationships where appropriate with center-based staff and regional offices.
- INTOStudy blog: write blog posts for the US blog calendar aligned with the student recruitment cycle. Write and post blog articles as well as turn pitches into stories.
- Social Media: write copy for social media initiatives including caption copy, ad copy, graphics and more. Create engaging content and plan an editorial calendar for social media in collaboration with our Global social media team
- Update content on our digital asset management software
- Update rankings and fact check figures on our digital channels and print materials
- Coordinate additional INTO North America projects as assigned
- Such other duties, as required from time to time, as commensurate with the role and the needs of the business



Qualifications & Experience

Essential:

- 1-3 years of professional experience
- Experience developing dynamic content for email, social and web
- Bachelor's degree in communications, journalism, marketing, digital media or similar field of study
- Understanding of digital marketing metrics and best practices
- Knowledge of and interest in learning more about HTML, experience with CMS, SEO/SEM, Google Analytics, email marketing platforms, CRM experience and MS Office, including Excel
- Knowledge of WordPress, Twitter, Instagram, Google+ and Hootsuite or other like social media tools
- Exceptional written and oral communications, research, spelling, grammar and proofreading with a familiarity of AP style
- Comprehensive knowledge of information gathering via the Internet and other sources and fact checking
- Must be goal-oriented and have demonstrated accountability for your work
- Exceptional project management experience, organizational skills and attention to detail
- Excellent interpersonal skills, with an ability to build relationships across multiple offices, regions and continents
- Experience working collaboratively and openly, building solid professional relationships and upholding brand standards
- Resourceful, creative and able to meet deadlines
- A self-starter, quick learner and ability to prioritize an aggressive workload
- Must provide proof of the right to live and work in the US and must be able to travel freely to and from the US. This is not a visa-sponsored position.

Desirable:

- Experience as an international student, with study abroad or similar program
- Experience managing international social media platforms
- Proficiency in a second language other than English like Chinese, Russian, Arabic or Spanish
- Ability and confidence to take an idea and see it through from concept to completion
- Willingness and ability to innovate as needs and conditions change
- High energy level and ability to thrive in a fast-paced environment
- Hands-on approach to customer service and business growth
- Sense of humor, flexibility and an ongoing curiosity to learn about international higher education

Reporting Line

This position will report to the Senior Manager, Content Marketing.

Compensation & Benefits

This is a full time, hourly position. INTO takes care of their employees and ensures they are well and thrive with a comprehensive benefits package which includes:

- Health Benefits
 - Medical
 - Dental
 - Vision
 - Life insurance



- Short and Long-term Disability
- Flexible Spending Accounts
- Generous paid time off (PTO) – starting at 22 days/year
- 10+ paid holidays annually
- Volunteer days
- 401(k) retirement plan – up to a 6% company match
- Educational assistance
- Wellness rewards and programs
- Two robust employee assistance programs
- LinkedIn Learning
- Weekly activities, events, and happy hours through the WeWork community
- Fitness Center
- Onsite Swimming Pool
- Tennis courts & free tennis lessons
- Complimentary beverages
- Discounted food
- Wellness Room
- Free onsite parking
- Free overnight parking available
- Panoramic Views of North County to Downtown
- Multiple floors of conference rooms & private offices with high-speed Wi-Fi
- Office is located in close proximity to the UTC Mall, restaurants, and shops

Location

This position is located in INTO North America's headquarters office in San Diego, California with some remote work. Relocation is not offered for this position.

Travel

Some travel in the US may be necessary. Flexibility is required to meet the demands of the position, including working outside normal operating hours.

How to Apply

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=784f8d56-cd0b-4d3e-a1ac-d483f8f0a37e&cclid=19000101_000001&jobId=429633&source=CC2&lang=en_US

INTO University Partnerships provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. INTO University Partnerships complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities.

California Residents: Please review our CCPA Notice - <https://www.intoglobal.com/media/elk4wvp/into-applicant-privacy-notice-ccpa.pdf>