



Freelance Content Strategist

WriterGirl is expanding our web content strategy team. Please apply if you're looking for rewarding work (from home) that includes flexibility and fun. You can bring — and enrich — your expertise by working with some of the most respected health systems and academic medical centers.

About Us:

WriterGirl is a woman-owned, 100% remote company fully dedicated to healthcare content since 2000. We create clear, actionable content for healthcare systems and academic medical centers across the country — and other businesses that serve and support healthcare. We build relationships one word at a time, and help our clients do the same. If you're looking for a culture that values being empowered, kind, curious and fun, come see what it's like to thrive at WriterGirl.

Responsibilities:

- Meet and consult with clients and partner agencies.
- Run quantitative and qualitative web content audits.
- Conduct keyword research and competitive analyses.
- Analyze data from Google Analytics and SEMRush.
- Help inform or create personas and information architecture.
- Optimize content for SEO.
- Create a variety of content strategy deliverables, such as: content models, templates, page outlines, content playbooks and more.
- Enjoy teamwork with fellow content strategists, project managers, writers and editors.

Qualifications:

- At least two years of experience as a content strategist, UX strategist or content designer.
- Enjoys sharing ideas and being part of the strategy behind the content.
- Meets deadlines on time, every time.
- Must have initiative to work independently, but willing to collaborate with a team.
- Healthcare experience preferred but not required.
- Based in the United States.

WriterGirl is an equal opportunity employer committed to an inclusive, harassment-free workplace. We look for people who meet the requirements of available positions regardless of race, color, religion, creed, national origin, citizenship status, ancestry, age, physical or mental disability, gender, sex, marital status, pregnancy (or related condition), sexual orientation, gender identity, veteran status, genetic information, or any other factors that are protected by federal, state or local law.