



**Position:** Content Writer/Editor

**Region:** Oakville

### **Primary Function**

Reporting to the VP of Marketing, the Content Writer/Digital Media Specialist is responsible for executing Harvest ETF's content strategy, as part of an overall integrated communications and marketing plan. The content writer will be asked to write, develop, edit, and publish content and copy for a variety of print & digital platforms, including websites, blogs, videos, email marketing campaigns, advertising campaigns, social media posts, infographics, whitepapers, and more.

### **Duties & Tasks**

- Deliver compelling stories and accurate copy
- Produce and edit content that speaks with a consistent voice to prospective Canadian investment market
- Identify, research and deliver engaging content that can be delivered across Harvest ETFs communication platforms (print, web, social, news, rich media, press releases)
- Research and analyze top SEO content topics
- Quality control content to ensure it is free of grammatical or factual errors and follows all brand editorial guidelines for consistency
- Research and write long-form content on various relevant topics
- Publish content on various platforms and analyze traffic performance
- Research and evaluate competitor marketing with a focus on content
- Plan and execute various SEO tasks
- Prepare reports on project performance

### **Skills & Experience**

- Possess a clear understanding of search engine optimization (SEO) and experience of working and writing to meet those needs
- Understanding of the investment & financial services sector
- Assist the Marketing VP to develop, expand, and manage a website & social media content plan
- Write, upload, edit, proofread and review copy, headlines, captions, photos, video and all other content
- Support the wider functions of the marketing department as required, including researching information and preparing news releases, media invitations, and other media communications
- Bachelor's degree in English Literature, Communication, Marketing, Journalism or related field
- Knowledge of web publication techniques
- Excellent verbal and written communication skills
- Creativity and a keen eye for details

The ideal candidate should have excellent communication and organizational skills. They should be able to work with tight deadlines. Candidates with in-depth knowledge of copywriting, social media & blog marketing, SEO best practices would be preferred. The candidate will be required to evaluate performance analytics and update content accordingly. They would also be responsible for keeping the company website updated. Most importantly they should be able to write engaging content to drive traffic.

Interested applicants please forward their resume with a cover letter to [cgrimont@harvestportfolios.com](mailto:cgrimont@harvestportfolios.com)