

ITFO Communications, Inc., is a boutique consultancy that helps design, enable, analyze and optimize interactive marketing and communications projects. We specialize in meeting the needs of leading global enterprise companies.

Corporate Writer

Job Description Overview:

The Corporate Writer is responsible for delivering high quality writing projects, on time and on budget. He or she discusses strategies with clients and recommends a variety of solutions for advertising campaigns, direct and/or digital marketing programs, and distributor training programs. Experience in corporate writing and new media content development—is important. Strong interpersonal skills are vital.

Work activities:

Message Development

- Write individual blogs, articles, whitepapers and documents
- Use the technical skills of writing and being able to structure and plan individual projects
- Edit, revise and review work in response to feedback
- Work to meet tight deadlines
- Submit material for publication in the required and expected format
- Network with other writers as well as others involved in a program such as executives, client stakeholders and event organizers
- Critique the work of other writers, including sometimes providing mentoring or coaching
- Write press releases and prepare information for the media
- Help clients communicate effectively with the public

Project Management

- Report to ITFO project manager and work with project manager to coordinate all activities and programs
- Assist spokesperson or information source for media inquiries
- Give input for advertising and promotion programs
- Lead internal project status meetings and ongoing project schedule updates
- Work on multiple projects simultaneously and understand project priorities in the context of agency and client expectations
- Develop a detailed project plan to monitor and track progress
- Measure project performance using appropriate tools and techniques
- Create and maintain relevant project documentation
- Prepare internal reports about activities and developments

Client Development

- Develop client relationships by participating in strategic initiatives to enhance and sustain programs

- Work with clients to understand their needs and suggest solutions that enhance their business and create opportunities for other agency team members
- Engage in client marketing activities, including helping maintain clients' online presence through a website, blog or social media presence
- Help develop client's corporate image and identity
- Work with client partners to analyze project needs, to help ensure that they fit with resourcing, project objectives and quality standards
- Know the questions to ask to onboard each project smoothly
- Report and escalate problems to management as needed
- Successfully manage the relationship with the client and all stakeholders
- Perform risk management to minimize project risks

Knowledge of financial services, legal services and information technology industries is a plus, as are project management skills, web analytics capabilities and any prior experience in internal communications or content management.

This new telecommute position is part time. Pay rate will be determined according to your skills and experience.

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To apply for the position by submitting a resume and relevant samples—or to ask questions—please contact:

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