



Writer / Content Manager Job Description

Live Healthy America, a national wellness company, is seeking a Copywriter/Content Manager who will be responsible for creating and transforming ideas into words for both internal and external related needs. This is an incredible opportunity for the person who gets excited about the chance to create and shape our company's voice while growing a digital footprint for Live Healthy America with participants and clients alike.

Our ideal candidate will have experience in, but not limited to: proofreading, content creation, marketing, communication campaign management and social media (digital news or lifestyle media is a plus). Candidate will have a passion for living a healthy lifestyle and share a passion for creating engagement within this category and a love of all things communication.

Essential Duties & Performance Expectations

- Seek detailed background information (client, industry, market, competitive, etc.) with the assistance of the Creative Director and Account Manager to aid in developing creative and effective communications recommendations and solutions.
- Provide clear, timely communication solutions that are innovative, effective and of the highest quality.
- Remain up-to-date in technology, creative and general industry issues, by participating in professional and personal educational efforts.
- Ability to manage multiple accounts simultaneously and retain program knowledge of structure, tone of voice, client preferences, etc.
- Oversee and manage operational communication campaigns on a daily basis. Consult the Creative Director and Account Manager when scope or direction changes.
- Assist in the development of overall communication/campaign concept, ideas and rationale/justification.
- Ensure comprehensive and consistent copy style within a project and/or campaign.
- Conceive and write effective and innovative copy for a variety of print applications, including but not limited to: logos, brochures, stationery, direct mail, catalogs, posters, fliers, itinerary books, banners, signs, invitations.
- Conceive and write copy for a variety of electronic applications, including but not limited to: social media platforms, websites, videos, speeches/live presentations, HTML Emails, PowerPoint presentations, and new forms of media.
- Assist in the preparation of prospecting sales campaigns and ideas for Live Healthy America presentations.
- Provide the highest level of proofreading of all copy and proofing for each project/campaign.
- Review final printing proofs/final laser proofs ensuring accuracy and completeness.
- Review final electronic media proofs (HTML Emails, websites, videos, etc) ensuring accuracy and completeness.
- Organize, name and retain all working files on the Live Healthy America network.
- Work with a continuous focus on meeting project deadlines through solid time management skills.
- Provide prompt, courteous and exemplary service to all customers, both external and internal, in accordance with Live Healthy America's Mission, Vision, Values and Beliefs. To demonstrate courtesy and professionalism, consistently providing a timely response to every customer inquiry.
- Attend work on a regular basis. Adhere to all guidelines as outlined in the *Live Healthy America Team Member Handbook*.
- Accept responsibility for personal and professional development.
- Adhere to the laws outlined in the U.S. Copyright Act of 1976 Guidelines.
- Manage Social Media marketing campaigns and day-to-day activities including:
 - Curate relevant content to reach the Live Healthy America participants and clients



- Create, curate, and manage all published content (images, video and written)
- Monitor, listen and respond to users in a “Social” way while in a timely and relevant manner
- Develop and expand community and/or blogger outreach efforts
- Compile report for management showing results
- Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate
- Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

Qualifications and Experience

- Bachelor’s degree or equivalent in Journalism, Advertising, Public Relations or English.
- Minimum five years experience as a Writer in an advertising agency or similar environment.
- Strong creative abilities and the ability to develop innovative ideas and concepts.\
- Working understanding of effective communication styles and techniques, including conceptualization, copy outlining, writing, editing and proofing for all media (social media, print, video and electronic).
- Ability to review own writing and critique it prior to presentation to internal or external clients.
- Ability to explain, create concept rationale to internal and/or external clients.
- Basic PC experience required. Software experience must include Microsoft Office Products and PowerPoint, as well basic formatting with Adobe InDesign.
- Excellent verbal and written communication skills.
- Excellent organizational skills.
- Excellent copyediting and proofing skills.
- Ability to handle multiple priorities and manage personal workflow and schedules even in the midst of stressful and difficult circumstances.
- Ability to work well with a wide variety of people with different backgrounds and produce high quality deliverables.
- Excellent decision making abilities
- Strong editorial skills including content planning, curation, creation and execution
- Displays in-depth knowledge and understanding of Social Media platforms, their respective participants (Facebook, LinkedIn, Twitter, YouTube, Instagram, Pinterest etc.) and how each platform can be deployed in different scenarios
- Displays ability to effectively communicate information and ideas in written and video format
- Is a Team player with the confidence to take the lead and guide other employees when necessary (ie: content development, creation and editing of content, and online reputation management)
- Enjoys a collaborative team environment

Please submit resume to Jim Barclay (jim@livehealthyamerica.com)