



Are you passionate about writing content that educates, inspires and provokes your readers to take action?

White Hat, a full-service advertising agency in Austin, is looking for our next good guy-or gal! We are looking for a highly motivated team player with long term goals for growth to join our staff as a talented Content Creator to help support our marketing efforts!

Responsibilities:

- Generate captivating web copy that effectively communicates our clients' benefits to their consumers
- Create email campaigns that move prospects along the sales funnel
- Generate interesting and engaging social posts
- Stay abreast of industry- and culturally-relevant news
- Design ad copy that grabs attention and inspires action
- Curate lists of valuable content categories for a variety of clients and industries
- Write blog posts that provide added-value for specific audience personas and improve rankings for SEO

Requirements:

- Experience writing content under tight deadlines that rank for specific keywords
- Love for collaborating with others (creative and account alike)
- Enthusiasm for learning about the latest trends in content marketing
- The ability to quickly research and speaks eloquently on previously unfamiliar topics
- Must be a self-starter and showcase initiative by bringing any opportunities to the team
- Seeks out feedback for constant improvement
- Agency experience is a plus

If you are looking for an isolated position where you crank out generic content without interacting with other team members, this will not be a good fit. But if you are eager to take ownership and offer unique solutions that have a meaningful impact for clients, we would love to hear from you!

Please send your resume, portfolio of previous work and link to your LinkedIn profile to [employment@wearewhitehat.com](mailto:employment@wearewhitehat.com)