

## **Content Writer @ Impact Hub Bucharest**

Location: Impact Hub Universitate, Bucharest

Area: Marcom department

Contract type: Full-Time

Work style: on-site but with flexible & hybrid options

Seniority: min 3 years

### **POSITION SUMMARY**

We are looking for a Content Writer to work in our Impact Hub Bucharest team supporting the marketing & communication team with content planning & implementation. Working together with an inspiring team, you will be in charge of documenting and disseminating the available content materials through our platforms which include websites, newsletters and blogs. You will work with the Content Manager and the Communication Coordinators to successfully implement the content strategy and make sure our readers are engaged and well informed.

### **IMPACT HUB BUCHAREST**

Impact Hub is an ecosystem that inspires and supports people to create social impact in the world through entrepreneurship. Our 12 years' experience in the local market incorporates co-working spaces and a series of acceleration and scaling programs. We are part of a global community of 26000+ impact makers spread over more than 100 locations worldwide. You can find out more about us at [impacthub.ro](https://impacthub.ro) or from our [Linkedin](#) page.

### **Profile we are looking for:**

- You are genuinely searching for a place where people value the impact of their work & the connections they build on the way.
- Structured and able to share your structure with the people you work with.
- Connected to the entrepreneurial & business ecosystem.
- Desired digital DNA structure, looking for future trends, not afraid to befriend AI and other not-yet-discovered platforms.
- Great with words and super copywriting skills but also SEO sensitive.
- Experience with WordPress websites and other custom platforms.
- Master planner with prioritizing skills.
- You take your work seriously; you are both autonomous and able to work efficiently in a team.
- We are looking for people with blog experience who know how to engage a community of readers; At least 3 years of experience in at least one role as a copywriter, blog author, journalist, editorialist, or managing a content platform with (preferably with more than 10.000 subscribers).

- Great people skills and the capacity to work with a small team of enthusiastic communicators.

Working within a team of Marcom specialists alongside Communication Coordinators, Content Manager, Social Media Specialist & PR coordinator, you will report to the Marketing Manager who oversees all Impact Hub Bucharest communication.

### **Role's responsibilities include:**

#### **Content development**

- Research hot topics and write about the entrepreneurial experience for wannabe entrepreneurs or established businesses.
- Work alongside the Content Manager/Communication Coordinator to implement the content strategy for Impact Hub ongoing programs and platforms.
- Manage the educational content on the platform of choice (blog, website etc.) to make a flawless and engaging user journey.
- Regular updates on the existing digital content with news from the entrepreneurial ecosystem and our programs.
- Create and update landing pages on our website for all the programs we develop.
- Contact and interview entrepreneurs to publish new engaging content.
- Work alongside the Communication Coordinators and Social Media Specialists to integrate the content in the communication plan.

#### **Email marketing**

- You're in charge of managing Impact Hub Bucharest Newsletter subscribers list. Your duty is to make sure our readers are receiving the most complete and engaging information.
- You'll set up the strategy & frequency for each newsletter, the format and the content to be included based on the communication plan and current activity.
- You'll be in charge of the follow-up activity for each of our events or happenings in Impact Hub to inform participants or remind them of them.
- You'll take care of each database and help with its curation based on subscribers' activity.
- You'll work with an email marketing platform – Mailjet.

#### **Reporting**

- You'll keep track of the content produced and the newsletters activity and report it monthly and project-based, depending on the reporting needs.

#### **Other nice to have experience:**

- Working with graphic design tools (Adobe XD, Figma, Canva)

- Working with live streaming broadcasters (Zoom, Streamyard)

**What we offer:**

- Working in the most inspiring space dedicated to entrepreneurs and diverse community of skilled professionals.
- Being part of a community of impact entrepreneurs; being part of a fast-growing local business and global network.
- A lot of responsibility and autonomy: we want you to leave your mark.
- Working with a diverse, highly skilled team.
- Several formal and informal opportunities for training and development.

**To apply:**

Applications will be accepted until **May 13<sup>th</sup>**. However, we will run interviews with selected applicants as soon as we receive applications and may decide earlier than that - so being entrepreneurial and applying fast is important.

Drop your CV and answer a couple of questions that will show us what makes you the missing puzzle piece from our team [here](#).