



## Content Writer Job Description

Responsible for creating content that will be of interest to the Kerry Blue Terrier community. Ensure that content is timely, relevant, accurate and reflects preset goals.

### Duties:

Selects subject or theme for writing project based on personal interest and writing specialty, or assignment from Foundation Officer or newsletter editor
Conducts research to obtain factual information and authentic detail
Write, edit and create content
Develops factors, such as theme, characterization, analysis, story line, photos and/or graphics etc. to create material
Organizes material for project, plans outline and writes article
Ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience
Reviews, submits for approval to the editor, and revises written material
Other duties as assigned

### Core Competencies:

Be proficient in: research, computer skills; creative capacity; working independently; teaming skills; ability to take and correctly interpret instructions; managing priorities and meeting deadlines; adjusting priorities; highly organized; persistent
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