

Content Writer

Americas (virtual)

People2.0 is seeking an experienced and resourceful Content Writer reporting to the VP of Marketing. This individual will collaborate with key players on our sales, marketing, communications, implementation, client services, and executive team. The focus of this role is to support the end-to-end functions of content creation across a variety of formats and platforms including company website(s), thought-leadership assets (e.g., white papers, case studies), assisting with content library creation, presentation decks, webinar content, collateral, emails, and newsletters. Resourcefulness and initiative are essential to create compelling and persuasive content that is disruptive and conveys the differentiators between what People2.0 does from our competition. Having acute business writing skills, research capabilities and creativity is important to portray the People2.0 brand and our solutions in a best-in-class way.

What you'll get to do:

- Researching industry-related topics (combining online sources, interviews, and studies)
- Produce well-researched content for multiple platforms, such as websites, email marketing, product/service descriptions, videos, blogs, social media, events, and presentations (e.g., main stage keynote speaker, roundtables, etc.)
- Create long-form thought leadership content assets/resources (e.g., white papers, eBooks, etc.)
- Follow and/or create an editorial calendar, collaborating with other members of marketing team to ensure timely delivery of materials through a disciplined review process.
- Utilize detail-oriented approach to project management and adherence to deadlines
- Work in close collaboration with a cross-functional team.
- Implement industry best practices and familiarity with the organization's mission to inspire ideas and content
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results
- The ability to collaborate with subject matter experts (SMEs), other writers and editors to complete projects
- Ensure all-around consistency (style, fonts, images, and tone)

Skills and experience we value:

- BS or BA in Marketing, Advertising, English, Journalism, or related field
- Minimum 3-5 years of experience professional writing, editing, and proofreading, with proven ability to write with clarity and conciseness, using proper grammar, word usage, and sentence structure per the Chicago Manual of Style
- Experience in the human capital industry, staffing and recruiting, highly desired
- Highly collaborative individual
- Able to remain calm and focused under tight deadlines
- Impeccable grasp of the English language, including idioms and current trends in slang and expressions, especially in context of the staffing and recruiting industry
- Exceptional skill in social media writing, including use of hashtags and relevant acronyms



- Ability to work independently with little supervision
- Strong interpersonal skills and willingness to communicate with clients, colleagues, and management
- Ability to work on multiple projects with different objectives simultaneously
- Strict adherence to the style guides of each company and their policies for publication
- Familiarity with each client's requirements and the company's brand image, products, and services
- Content editorial support and review of marketing assets (a “second set of eyes”)
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Good time management skills, including prioritizing, scheduling, and adapting as necessary

Benefits and location:

- The current delivery team is based in King of Prussia, PA, and this position can be based in North America
- Eligible for variable compensation plan based on performance and company goals
- Paid vacation, sick days, and holidays
- Medical, dental, and vision insurance
- 401(k) retirement plan
- Voluntary life insurance
- Many more ancillary benefits
- Periodic travel of less than 20%

How to apply:

Send your cover letter and resume to recruiter@people20.com and reference the job title and location.

About People2.0

People2.0 is the world's largest global employer of record (EOR) and agent of record (AOR) services platform, created exclusively to serve the talent ecosystem, including staffing agencies, search and recruiting firms, individual recruiters, mass talent procurement organizations, and compliance, contracting, and consulting companies.

People2.0 enables talent providers, large and small, to place anyone in any work arrangement, anywhere—simply, quickly, and compliantly. Our global team is dedicated to helping our customers expand their value proposition, optimize opportunities to access the global talent pool, and create a borderless world of unlimited growth for their business. [People20.com](https://people20.com)

People2.0 is committed to providing equal employment opportunities to all associates and applicants without regard to race, color, national origin or ancestry, citizenship status, religion, sex (including pregnancy, lactation, childbirth or related medical conditions), sexual orientation, physical or mental disability, age, veteran status, uniformed servicemember status, gender identity, genetic information (including testing and characteristics) and any other characteristic prohibited by federal, state or local law. Our commitment to equal opportunity employment applies to all persons involved in our operations and prohibits unlawful discrimination by any employee, including supervisors and co-workers.



In furtherance of this commitment, the Company is committed to providing a work environment that is free of prohibited harassment. As a result, the Company strictly prohibits sexual harassment and harassment against applicant and employees based on any legally recognized status, as defined above, or any other status protected by federal, state, or local laws.