Content Writers
Blogs & Newsletters

Job Summary
The Content Writer(s) will be responsible for creating unique blog and newsletter articles for a variety of categories; men and women’s fashion, fitness, bridal, sports, kids, travel, pets, seasonal, and more. You will have access to the affiliate marketing providers for banners, product images and html codes. He/she will work directly with the Founder, collaborating, coordinating content, keyword optimization and distribution creating an increased on-line presence for Wares the More’s®. In addition to blog posts with direct linking to product, you will create informative newsletters using Mail Chimp.

Duties:
- Generate effective content ideas and concepts for blog posts and media campaigns
- Ensure all content is on-brand and consistent in terms of style, quality and tone
- Optimize content for search and user experience
- Produce blog posts and content for newsletters
- Create landing page banners for all seasons and sale events
- Basic Word Press knowledge; e.g. hyperlinking, or will train
- Basic Photoshop and Mail Chimp knowledge, or will train
- Experience working with Social Media networks (Facebook, Twitter, Pinterest, Instagram, Google+, LinkedIn)
- Create contests and simple ad campaigns to generate traffic, increase revenue

Desired Skills and Experience
- Ability to work 10-15 hours a week, and most times will work remotely
- Exceptional verbal and written English skills, grammar and spelling
- Proficient in Word/Pages and social media networks
- Ability to create website content, develop articles of interest to generate popularity with the various social media networks, increasing conversion rates
- Ability to adhere to deadlines, anticipate timelines too
- Experience using Facebook Insights, Google Analytics is a plus, or will train
- Working knowledge of Word Press and HTML or will train

About Wares the More®
Wares the More® is an interactive online boutique shopping portal with custom designed boutique rooms for women, men, kids and categorically more. Wares the More® is a brand within a brand, and partners with affiliate marketing providers. We are working to bring a new approach to on-line shopping, and create stronger brand recognition for the company, while increasing revenue and engaging online shoppers with an interactive experience.

Contact:
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