

**Blog Writer**

Part time – 5 hours a week

Availability: Present – 30th January 2023

**Job Summary**

As a launchpad for social ventures, EDGE serves founders of purpose-driven organizations at the early stages of their development. No matter what impact they seek to achieve, our founders work to balance the triple bottom lines of people, planet and profit. EDGE is committed to growing social impact ventures in the Peel and Halton regions and beyond. We’re creating a thriving community of social entrepreneurs who are tackling community challenges locally and globally. We’re on a mission to amplify impact by weaving a rich network of founders and purpose-driven community and industry collaborators.

If you are a storyteller, and your priority is connecting people through your stories. Whether it’s eyebrow raising taglines, attention grabbing graphics, or captivating videos, you have a talent for turning ideas into engaging content, stringing those ideas together to build blogs that catch and keep the attention of the readers then this is the position for you.

**Responsibilities**

* Create original content that is easy-to-read, emotionally rich, makes complex topics simple and boasts attention-grabbing openers that bring the while meeting the strategic objectives of the content marketing strategy
* Provide writing and editing support across a wide variety of channels and media formats including web, social media, email and newsletters
* Collaborate with Marketing and Creative team members in the creative ideation and brief process for new projects taking the content lead where required
* Engage with our audience and other creators from the brand’s voice
* Understand and share performance metrics on a weekly basis
* Participate in regular content brainstorms

**Skills**

* Have a good sense of visual composition, perspective, and blog writing.
* Ability to communicate effectively, work with a small team as well as on your own, being responsible for whole projects from beginning to completion.
* Creative, detail-oriented, enthusiastic, patient, and determined.
* Exceptional time management and reporting skills
* Highly creative and innovative, multi-media savvy, well-organized
* Ability to grasp future trends in digital technologies and act proactively
* Must be able to work diligently in a fast-paced environment
* Has great organizational skills and attention to detail.

**Benefits of working with us**

* Letter of recommendation
* Testimonials
* Connections/Networking Opportunities

If you are interested in this position, then please send your resume to edge@sheridancollege.ca