



Copywriter - Job Description -

The Hunt Institute's mission is to provide unbiased research, technical expertise, and learning opportunities that equip and empower educators and policymakers to drive equitable reforms and become audacious champions for education.

Since its establishment in 2001, The Hunt Institute has emerged as a recognized and credible leader in the movement to transform American public education and a go-to source for reliable, objective, and timely information. The Institute works at the intersection of education policy and politics, supporting state and national officials and empowering them to transform education. The Institute's mandate is to inspire and equip elected officials and senior policymakers to make informed decisions that improve the lives of all children, with its primary audience consisting of governors, legislators, and other elected and state-level policymakers.

Position

The Hunt Institute is looking for a creative thinker with excellent writing and research skills to help us elevate The Institute's messaging and written materials as our full-time copywriter. As a member of the Communications team, our copywriter will write and edit copy for a variety of projects (including press releases, newsletters, blog posts, video, and research products), working closely with the team to brainstorm ideas, create concepts, and develop messaging. Thorough research will be required to understand The Hunt Institute's overall branding and marketing goals in addition to each program's outreach goals. The most successful copywriter will be a quick learner with a versatile writing style.

Responsibilities

- Research and understand The Hunt Institute's needs and target audiences through online searches, reviews of existing research, interviews with subject matter experts, and in-person meetings.
- Oversee content production.
- Write original copy for a range of marketing and communications materials—including The Intersection Blog, email communications, press releases, video content, webinar/program descriptions—and research products, such as issue briefs, event agendas, and op-eds.
- Edit and proof work to ensure high editorial standards are met across all content outputs.
- Collaborate with the Communications team from concept development to delivery of final product in conjunction with coming up with fresh and creative content ideas.
- Organize, modify and update existing content.
- Distilling complex concepts and language into content that is easily understood.
- Manage a busy workload according to deadline.
- Revise copy based on internal feedback/direction.
- Analyze data and analytics, and seek to increase reader engagement and retention.
- Excellent command of the English language.

- Manage the content publication calendar and ensuring that content is posted on time.
- Monitor website traffic and other key performance indicators (KPI's).
- All other duties as assigned.

Qualifications

- Commitment to The Hunt Institute's mission and vision, alongside a passion for challenging entrenched systems of educational inequity and bettering public education for all children.
- Exceptional writing and research skills.
- Ability to work independently and with a team to meet deadlines.
- Excellent organizational skills and multitasking abilities.
- Proficiency in Microsoft Word, Excel, and Adobe Acrobat Pro.
- Social media or content marketing experience.
- Familiarity with MailChimp.
- Proficiency in proofreading and familiarity with standard style guides.
- Experience working with content management systems (WordPress, Guidebook, etc.).
- Experience leveraging SEO in written content.
- An eye for detail and interest in graphic design.
- A strong work ethic, with a results-oriented philosophy and personal qualities of trustworthiness, openness, accessibility, kindness, flexibility, and a sense of humor.
- Bachelor's degree in journalism, English, communications, or related discipline.
- Minimum 3-4 years professional copywriting experience with portfolio of work.

Ideal candidates will also demonstrate:

- Knowledge of state and national P-16 education policy.
- Resourcefulness and good judgment.
- The value of diversity of thought, backgrounds, and perspectives.
- Integrity/ethics beyond reproach.
- Constant seeking to apply best practices.
- Willingness to work collaboratively and consider new ideas.
- Commitment to The Hunt Institute's mission, vision, financial stability, and success
- Thrive in a fast-paced, collaborative environment with a high-volume workload often requiring short turnaround times
- Continually raise the bar on creativity, producing fresh copy that connects with the desired audience and drives action
- Comfortably vary voice, style, and other characteristics to suit a variety of audiences
- Maintain up-to-date knowledge of communication trends
- Stay updated on appropriate style guidelines and brand voice for consistency in messaging

Benefits and Compensation

The Hunt Institute offers competitive compensation and an attractive benefits package, including health, dental and vision and a 401(k) plan with an employer matching contribution policy.

We feel passionately about equal pay for equal work, and transparency in compensation is one vehicle to achieve that. The salary recruitment range for this position is: \$40,000 - \$55,800.

Equal Employment Opportunity

At The Hunt Institute, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status, or any other protected status designated by federal, state, or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference check and background investigation.

Applying for the Position

*To apply: Please submit cover letter, along with a résumé or CV, and a writing sample (no more than five pages; sections from a longer paper can be submitted) to applicant@hunt-institute.org with the subject line "Last Name – Copy Writer." No phone calls, please. **Priority will be given to applicants who apply by August 12, 2022.***