



THE
WELLNESS
WAY

Do Health Differently.

JOB POSTING: IN-HOUSE STAFF WRITER/JOURNALIST

Location: Onsite at The Wellness Way Corporate Office
Green Bay, WI

The Wellness Way is the fastest growing network of wellness clinics and we need help spreading the word! With an approach like none other, we are seeking a writer with journalistic experience to help us spread our message by providing engaging content to be published via a variety of mediums, including email, social media, clinic reference books, and blog post articles. While content will be varied, the primary focus is journalistic style articles for the brand website—<https://thewellnessway.com/>. These articles should provide compelling insights into The Wellness Way approach, and health in general. Additional writing opportunities parallel business needs and range from copy for web, fliers and marketing to clinical books.

The content will represent the brand and our unique clinical approach. It will be promoted across social media platforms (primarily Facebook). The goal is to broaden public understanding of health topics, and elicit engaging questions to encourage discussion, with the ultimate goal of driving patients to engage in their own road to wellness and seek care at one of our 75+ clinics.

Job Responsibilities:

- Create content campaigns that align with marketing objectives and company goals
- Produce, edit and customize content for all our platforms, including our website, LinkedIn, YouTube and Facebook
- Pitch ideas and content to local news networks for air-time opportunities
- Collaborate with media team to identify video and content opportunities based on written material
- Perform online and on-the-ground primary research for blog posts, articles, guides and other content
- Work with the marketing team to analyze content performance metrics, such as total attention time, click-through rate and social following growth, and apply those insights to improve existing content and develop better content ideas for the future
- Write and A/B test our web copy, including CTAs, value props and landing pages
- Development of copy for social media ads and marketing campaigns

Qualifications:

- Ability to research and learn about a wide range of topics
- Excellent teamwork, communication and organizational skills
- Knowledge on journalistic writing as well as traditional blog writing
- Familiarity with basic SEO best practices
- Familiarity with best online formatting for readability
- Knowledge of Chicago Manual of Style
- 5+ years writing experience
- Bachelor's Degree in English, Creative Writing, Journalism or related field
- Critical thinker and problem-solving skills
- Works effectively and positively within a team environment
- Good time-management skills
- Great interpersonal, presentation and communication skills
- Good understanding of social media KPIs
- Knowledge of WordPress a plus, but not required.

The ideal candidate will be an expert wordsmith and storyteller that can showcase our brand and information in a compelling way. They will be familiar with and excited about basic Wellness Way principles (don't worry, we'll teach you more!), and be able to discern topic material based on The Wellness Way approach and pop culture trends. Must be able to thrive independently as well as within a team, while in a dynamic, fluid environment. Should be comfortable with social media, and intuitively responsive to online topic trends (i.e. quickly create an article in response to an AHA statement that coconut oil is unhealthy).

Pay: Exempt Salaried Position. Salary based on experience and qualifications.

Benefits: No commercial health insurance offered at this time. Free care at The Wellness Way Green Bay and supplements at cost. 1-week paid vacation (increased at 3 years). Paid holidays. Gym reimbursement. Available in-house massage therapy. Company outings and employee appreciation events.

Benefits upon eligibility: Retirement plan with employer matching.

Take a look at what we're doing on our website, Facebook and Instagram pages, as well as our YouTube channels. If you think that's a good start but also see a world of possibilities, submit a cover letter, resume and sample of your writing and tell us why you're the writer we're looking for!
