



The Wellness Way

JOB POSTING: BLOG WRITER

The Wellness Way is the fastest growing network of wellness clinics and we need help to spread the word! With an approach like none other, we are seeking a blog writer to help us spread our message by providing engaging content to be published in the health articles section of the brand website – <https://twwclinics.com/>. These articles should address lifestyle questions and provide compelling insights into The Wellness Way lifestyle, and health in general – examples of existing articles/topic examples may be found here: <https://twwclinics.com/health-articles/>.

The articles will represent the brand and clinics and be promoted across social media platforms (primarily Facebook). The goal of the articles is to broaden patient understanding of wellness topics, provide lifestyle tips and solutions, with the ultimate goal of driving patients to engage in their own road to wellness and seek care at one of our 45+ clinics.

The company goal is to have three or more articles a week posted onto our website. Length will be determined largely by topic, but generally range from 500 – 1000 words. This job will be based onsite at our office in Green Bay, WI. Hours to start will be 25 – 30/week, with the potential to grow into full time.

The ideal candidate will be familiar with basic Wellness Way principles (don't worry, we'll teach you more!), and be able to discern topic material based on Wellness Way culture and pop culture trends. Must also be capable of working in a dynamic environment and responsive to online topic trends (i.e. quickly create an article in response to an AHA statement that coconut oil is unhealthy).

Must have knowledge on blog writing, and familiarity with style and formatting for best online readability. All articles must be referenced from credible sources. Knowledge of WordPress a plus, but not required.

Interested candidates please submit resume, cover letter and a sample of your writing to: rstevenson@twwclinics.com.
