

## Marketing Content Writer - Blog

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With over 10,000 clients, Trade Risk Guaranty (TRG) specializes in innovative insurance and Customs bonds for international trade. In your position as a Marketing Content Writer, your primary focus will be to research and write blogs on a bi-monthly bases. These blogs will be about educational and trending topics within the International Trade industry, and will be posted to the TRG Peak Blog.

If you are looking to build upon your Marketing experience, TRG offers you the opportunity to hone your skills as a writer while creating content for a large and attentive audience. This position requires a passion for marketing that sees the big picture behind every blog post.

### Responsibilities:

- Researching and writing bi-weekly blog post for an international trade blog
- Preparing and managing time lines for content creation
- Generating ideas for future blog content
- Creation of graphic elements to support blog content creation

### Requirements:

- Detail oriented
- Ability to communicate effectively through verbal, written, and graphic channels
- Passion for results-driven marketing
- Ability to work with multiple departments (occasionally)
- Work independently
- Work samples or portfolio

### Preferred Skills/Interests:

- Experience with vector-based design programs (Adobe CC, Inkscape, etc.)
- Experience using WordPress

### Benefits:

- \$16.50/hour
- Casual dress code
- Customized and flexible schedule
- Downtown Bozeman location

Job Type: Part-time, up to 20 hrs/week



Trade Risk Guaranty (TRG) is an international trade insurance agency headquartered in Bozeman Montana. Our consumer-direct approach has grown our company to include more than 10,000 clients and 50 employees. We offer careers in sales, marketing, customer service, office administrations, information technology and insurance underwriting.

Locate your career and apply online at <https://traderiskguaranty.com/about-trg/careers/>

To learn more about TRG Culture go to <https://traderiskguaranty.com/about-trg/company-culture/>

## Job Description

Revision Date: February 15, 2022 Author: Meredith Lambert

Position Status: Full Time  Part Time  Exempt  Nonexempt

Position Title: Marketing Content Writer - Blog Department: Marketing

Immediate Supervisor: Marketing Manager

Positions Supervised: n/a

### Position Description:

Researching and writing blog content to support the growth and expansion of company products and services.

### Major Areas of Responsibility:

80% - Researching and Writing Blog Content

10% - Analytics and Critical-thinking

10% - WordPress Management

### Specific Responsibilities:

- Researching topics and writing articles within the international trade industry that would make informative and engaging posts on the TRG Peak Blog.
- Coordinating with multiple departments within TRG for feedback on certain blog articles (occasional).
- Designing small graphics to support information within the written blog article (occasional).
- Publish 3 - 4 blog articles per month to the TRG Peak Blog.
- Perform all duties in a safe manner, in accordance with TRG's Safety Program

**Specific Responsibilities (Continued):**

**Required Knowledge, Skills, and Abilities:**

- Communicate effectively through verbal, written, and graphic channels
- Quickly become knowledgeable about the international trade industry and TRG products and services
- Extremely detail-oriented, accurate, and comfortable working in a fast-paced team environment while meeting deadlines; ability to juggle variety of tasks and be able to prioritize, and re-prioritize, as the situation dictates
- Self-motivated to take initiative and be accountable for work: take ownership for quality and timeliness of work, and be self-motivated to follow through as needed
- Familiar with a variety of marketing concepts, practices, and procedures
- Think critically to process data and make recommendations
- Excellent computer skills
- Ability to work within a team and independently
- Must be adept at handling pressure and working under stress

**Education and Experience:**

Working toward a Bachelor's degree in Marketing, Graphic Design, Communications or related field, or related work experience

Copywrite, web and graphic design experience helpful

**Physical Demands:**

Primarily sedentary work with occasional lifting of up to 50 pounds required; extensive time spent working with computer software programs, visual ability to see computer screen and hand/wrist dexterity to use keyboard; ability to hear and communicate on telephone and in person; mobility as needed set up displays, trade show booths, meet with other staff, etc.

**Work Environment:**

Based in Bozeman office, which has an open floor plan with group work stations. This position is scheduled for up to 20 work hours each week, and work hours in excess of that are not allowed for this non-exempt position without advance approval by management. Management expects to reassess the needs of the company and employee at the end/start of each school semester.

This job description outlines the major requirements for this position, but is not designed to cover all possible work situations, or contain a comprehensive listing of all activities, duties, or responsibilities that are required of the employee. Other duties as required may be assigned by management.

**Department Manager:**

Meredith Lambert

**Human Resources:**

Geneva Wild

**Senior Management:**

John Michel

**Employee Name (Print):** \_\_\_\_\_

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_