

Content Marketing Copywriter at Lasallian Educational and Research Initiatives  
(Full-Time, Remote)

Lasallian Educational and Research Initiatives embodies the forward-thinking mission of the Institute of the Brothers of Christian Schools. We are dedicated to empowering the next generation, creating opportunities that drive holistic human and spiritual growth. Our commitment is to young people, providing cutting-edge research and publishing initiatives that inspire their full potential and supporting the educators and mentors who guide them on their journey to becoming well-rounded individuals. Learn more about our distinct brands at <https://leri.co/>.

The role of the Content Marketing Copywriter is for the collaborative creative who is looking to take the next leap forward in their career. The Content Marketing Copywriter will partner with the Director of Marketing to develop creative marketing campaigns in all mediums, driving results for our business-to-business audiences.

You might be a great fit for this role if:

- You are not satisfied to simply write and throw it over the fence. You love to collaborate. When marketing delivers the goal, you bring your infectious energy to the team and ideate with ease in a group setting.
- You are a seasoned storyteller who collaborates, concepts, and creates copy, scripts, and creative campaigns for digital and print consumption.
- You thrive thinking about developing new content, strategizing on lead magnets, writing emails, launching new products and services, and more.
- You know how to write for multiple business units that have a shared mission but distinct voices.
- Curiosity, collaboration, and idea generation are your forte. A passion for marketing as well as strong writing and editing skills are key.

**Primary Responsibilities:**

- **Creative campaign development**
  - Collaborate with Director of Marketing and others cross-functionally to develop and produce breakthrough ideas from end to end, utilizing multipronged approaches and campaigns
  - Possess strong storytelling skills that build brands and relationships with our customers, reaching the hearts of our audiences

- Research client needs, listening and digging into briefs, trends, data, and research to gain a full understanding of pain points and potential angles for solutions for our intended audiences
- **Copywriting and content creation**
  - Create concise, clear, and on-brand copy and campaigns, including emails, web pages, blog posts, lead generation campaigns, video scripts, sales prospecting tools, and catalogs for two business units
  - Familiar with writing different types of content for unique, diversified audiences for different business units (e.g., educators, researchers, nonprofit leaders, and religious audiences)
  - Familiar with current SEO practices and partnering to create SEO-optimized copy where appropriate
  - Ensure copy is clean, concise, and written in a way that is consistent with our brands
  - Partner to optimize digital content/copy as needed.

**Soft Skills:**

- **Collaborative.** You are able to partner with key stakeholders to create campaigns and content that are on-brand, memorable, and engaging.
- **Flexible.** You know how to partner with art to create compelling content that reads and breaks well.
- **Curious.** You have endless curiosity, courage, and creativity to seek new ways of positioning products, services, and mission.
- A heart for our mission: to do what's best for young people.

**Experience required:**

- 5–7 years of copywriting experience, internal or external agency experience preferred
- Demonstrated experience working with B2B marketing
- Experience with omnichannel collaborative campaign development
- Demonstrated collaboration with key stakeholders
- Experience with automated email marketing campaigns, using platforms such as Marketo, Hubspot, or similar
- Experience in any of these industries a plus: Education, Religion, B2B, Publishing, Social Sciences/Research
- Strong writing and editing skills for a variety of mediums, including scripts, short-form, long-form, etc.

Résumés and portfolios should be submitted to [humanresources@smp.org](mailto:humanresources@smp.org)

*We recruit, develop, and retain talented people from diverse communities and foster a culture of equity and inclusion within our organization. We welcome and encourage applicants of all backgrounds and identities, and employment is based on personal capabilities and qualifications without discrimination because of race, color, creed, religion, gender, sexual orientation, genetic predisposition, age, national*

*origin, disability, or any other protected class or characteristic as established by law. As an equal opportunity employer, we recognize that our strength lies in our people and in our common commitment to serving the needs of young people and those who care for them.*