



Cinnamon Toast (CT) is seeking a Content Writer to oversee a portfolio of clients while advocating for their long-term success. The Content Writer brainstorms, creates, and transforms ideas into written content for rfps, websites, campaigns, creative briefs, proposals, advertisements, social media strategies/posts, press releases, and more. The Content Writer is ensuring all deliverables are highly creative, strategic, and grammatically correct.

You Are:

A Leader: You are a team player who exudes confidence and readily offers and accepts mentorship and feedback.

Word-Savvy: You can strike the perfect tone for each unique client and task that is assigned.

Strategic: You are extremely organized, you love imagining the potential of brands, and when it comes to creating strategies, you can never turn your brain off.

Motivated: You are able to operate with minimal supervision and always put your best effort forward. You thrive while working under pressure and feel confident delivering on tight deadlines.

Quality Obsessed: You check, recheck, and then check again. When it comes to writing, no mistakes slip through your fingertips.

Analytical: You are able to think big picture and help companies identify market opportunities.

Primary Responsibilities

- Liaise with clients and members of the creative team;
- Interpret client briefs and become familiar with client products/services, target audiences, and competitor activities;
- Write, develop and edit end-to-end proposal content for various RFPs/RFQs/RFI/SOWs;



- Incorporate previously-developed content into presentations and proposals, customizing as necessary;
- Take ownership of proposals throughout the lifecycle and work with team members and Subject Matter Experts to develop responses;
- Work on multiple deadlines and schedules concurrently to maintain 100% on time proposal delivery
- Develop creative ideas, often in partnership with the Director of Content and Creative Director;
- Write clear, persuasive, original copy, utilizing appropriate language styles that appeal to target markets;
- Conceptualize, develop, and revise campaigns in response to feedback from the Director of Content and Creative Director, the account team, and/or the client;
- Oversee campaigns at all stages – from production to completion;

Additional Responsibilities

- Remain up-to-date with popular culture and industry trends
- Perform search engine optimization techniques
- Create website sitemaps and understand navigational flow
- Establish strategic campaign concepts with an imaginative approach

Qualifications

- University or College Degree (in one of the following: English, Business, Journalism, Communication or Media Studies, Advertising, Marketing or Public Relations)
- 2+ Years Work Experience



Nice to Haves

- Google AdWords Certification
- Experience managing social media campaigns
- French is not required, but would be a bonus

About Cinnamon Toast

Cinnamon Toast is a full-service marketing agency. Through transformational branding, data-driven advertising campaigns, charismatic content, and strategic website design and development, we achieve standout results to solve our clients' challenges.

We are focused on investing in our employees and company culture. We have worked hard to develop a diverse, collaborative, and team-oriented environment. Our perks and benefits include:

- Health benefits (after 6 months)
- Annual team-building getaways
- Annual learning budget (\$500)
- Ongoing career and skill development opportunities
- Exposure to a diverse range of projects and industries
- Opportunities to contribute to the global technology community

We are committed to upholding a safe and supportive workplace where employees feel valued and comfortable to be their truest selves. As an equal opportunity employer, we encourage applications from women, minorities, and people with disabilities. Accommodations are available upon request for candidates taking part in all aspects of the selection process.

We thank all applicants for their interest; only candidates selected for interviews will be contacted.