

Overview

At Scholly, our mission is to help students pay less for college. Today, we do this with a suite of apps that help students win scholarships, write better essays, and improve their test scores. Our flagship app, Scholly Search, has been downloaded more than 3 million times and helped students win more than \$100 million dollars in college scholarships.

The Content Marketing Specialist's goal is to establish Scholly as the #1 resource for scholarship and college finance content — a place where students, parents, educators, administrators, and more can visit and know they're getting honest, truly-helpful advice.

As Scholly's Content Marketing Specialist, you will:

Create useful content — You'll create clear, well-researched content to drive traffic, increase engagement, and converts customers in Scholly's targeted markets. Content deliverables will include blog posts, ebooks, white papers, case studies, video scripts, emails, speeches, presentations, website copy, newsletters, and additional content as needed. One project may be crafting a long-form resource about scholarships while the next may be A/B testing headline ideas for a new landing page or writing a presentation for an upcoming webinar. You'll also interview customers to help share their stories and successes.

Develop our content strategy — You'll work with the Head of Marketing to plan and execute our content strategy, from identifying new content opportunities and developing a content calendar to coming up with content experiments and optimizing our web and app properties for search and discovery. Our ideal candidate brings an editorial mindset, understands our target audience, and knows how to speak to them.

Hone our brand voice — You'll wordsmith marketing and product copy and review all content for consistency, style, tone, clarity and voice. Brand voice is critical and we'll look to you to make sure we stick to it!

Become an expert — In order to produce great content, you'll spend time researching and learning the ins-and-outs of scholarships and college finance. You'll stay up-to-date with the latest industry news and trends and ensure Scholly is the top scholarship and college finance resource on the internet.

Amplify our reach - You'll coordinate with thought leaders, partners, and customers to produce high quality, brand-relevant content programs that increase Scholly's reach.

Help us grow by being data driven — You'll monitor and analyze the performance of our content marketing initiatives through tools like Google Analytics and SEMrush. Where tools and

ways to measure ROI are not in place, you'll implement new tools and processes for measurement of content effectiveness.

This is an exciting content marketing role that requires a self-starter with experience thriving in a competitive content space.

You're a great fit for this role if:

- You're an excellent writer with an editorial mindset
- You have a track record of content marketing success
- You're eager to take on an impactful role and not afraid to fail
- You're confident in your abilities and accountable for your work
- You thrive with limited direction and don't wait for others to tell you what to do

Why should you work at Scholly?

In this position, you'll have the option to work from our head office in Los Angeles, CA or anywhere in the United States you want. Our compensation package includes:

- Competitive Salary
- Medical, Dental, Vision, Disability and Life Insurance
- 15 Days PTO
- 19 Paid Holidays
- 401K
- Weekly team activities, including: lunches, outings, movies, museums, etc.
- Stocked mini-kitchen with drinks, snacks and fruits
- Free Parking
- Lunch & Learns