

Job Description – Life Works Community Limited

Title:	Freelance Blogger/Article Writer
Reports to:	Digital Marketing Coordinator
Based at:	The Grange, Old Woking
Salary:	£15.00 per blog which is payable in arrears on presentation of an invoice at the end of each calendar month, such invoice to be paid within 30 days:

Job purpose: To write quality blogs and articles for our website <http://www.lifeworkscommunity.com/>. The blogs and articles will be topic related in the field of addiction and behavioral health.

Key responsibilities and accountabilities:

- To produce a series of unique blogs and articles which will be keyword optimised via Life Words Keyword directory
- To set up personal Google Blog alerts to get the latest news in relation to addiction and behavioral health issues
- To set up alternative alerts so as to be aware of the latest “industry” news stories
- To ensure if making a counter argument to a current blog or story, or expanding on a news story to include the original story as reference (include as link).
- To produce blogs and articles that are keyword rich but written in such a way so as not to force keywords in i.e. natural writing style
- To use a personal voice if appropriate
- To write blogs between 250 and 500 words, with 300 being preferred
- To use headings and sub-headings for blogs over 300 words
- To write blogs that provoke discussion
- To receive topics for blog work from the marketing team
- To source and research own news stories and generate blogs and articles accordingly
- To work within Life Works blog strategy and parameters

Key performance criteria:

These are the 4 main measures against which your performance will be reviewed.

- To generate up to a maximum 4 blogs (and/or articles) a week
- To produce blogs and articles of the appropriate quality and relevance

- To produce blogs and articles that are natural but key word rich
- To produce blogs that are grammatically correct

Person Specification

	Essential	Desirable
Qualifications and training		
Skills and abilities	<ul style="list-style-type: none"> - Ability to write about addiction and behavioural health issues - Ability to work effectively as a team player in a collaborative and supportive manner. - Ability to produce work with little instruction - Excellent Grammar and Proofreading skills -Excellent oral communication skills -IT skills linked to Windows 2000 driven software. 	<ul style="list-style-type: none"> - Can demonstrate where to find readers and how to drive traffic - Has accounts with Social Networking and Social Bookmarking sites - Image Editing Skills - Creative writing skills - Understanding of search engine optimization (SEO)
Experience/Knowledge	<ul style="list-style-type: none"> -Experience of writing blogs and articles for businesses -Knowledge and understanding of addiction & behavioural health problems 	
Personal effectiveness	<ul style="list-style-type: none"> -Confident -Organised and methodical -Excellent time management skills. -Highly motivated -Can make instant decisions 	
Circumstances	<ul style="list-style-type: none"> -Commitment to support Life Works values and mission. -Flexibility of working times. 	
Diversity	<ul style="list-style-type: none"> -Demonstrates the ability to effectively work with people regardless of their ethnic, 	

	cultural, social backgrounds, their gender, age, religious belief, disability and sexual orientation	
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