

Content Writer

We are looking for a talented writer with exceptional critical thinking and analysis skills to create content that educates, informs, and entertains. As the Content Creator, you work closely with the Sales & Marketing team to help WaitWell to establish itself as a trusted authority in customer experience excellence and digital transformation in the area of service delivery efficiency while creating high-quality blog posts, pages, and marketing copy that readers will truly enjoy.

The Opportunity

We are looking for a dedicated and analytical Content Writer to join our organization. The responsibilities of the Content Writer include working with our Sales & Marketing team to come up with blog post and article ideas and sales and marketing collateral to support customers through the discovery phase of the sales process.

What you'll be doing:

- Prepare well-written and well-considered content drafts, including blogs, webpages, white papers and social media posts
- Research current trends related to queue management and our target markets
- Interview current customers to write compelling case studies for our website
- Write show notes and web pages for our One Billion Raving Fans podcast
- Produce high-quality, proofed, and SEO friendly digital content on time
- Execute on feedback based on feedback from the client or marketing manager
- Create and deliver projects on time and on budget
- Demonstrated experience with search engine optimization (SEO) is preferred
- Ability to multi-task under tight deadlines
- Monitor and analyze content marketing metrics and optimize strategy based on analysis

What you'll need:

- Copywriting, content marketing or journalism experience is preferred
- Bachelor's degree (marketing, communication or journalism-related field preferred)
- Ability to thrive in a fast-paced working environment
- Creativity
- Attention to details and solution-focused
- Passion for technology, digital transformation and business fundamentals
- Legally able to work in Canada

Salary and Benefits:

- \$25 - \$33 per hour, depending on experience
- Approx. 10 hours per week with flexible schedule
- Opportunity for professional growth and advancement



Location:

This position will be a hybrid position. WaitWell places a high value on teamwork, collaboration and culture. You will primarily be working from home if you choose, but we do need to have regular in-person meetings and an office in SE Calgary is available if you prefer to work on site.

Why WaitWell?

WaitWell is an Alberta tech company that is focussed on utilizing technology to solve real-world business problems. We are passionate about working with small and medium sized businesses and public institutions to implement a digital queue solution that delivers superior customer experience, complies with current health restrictions and provides valuable insight into peak waiting times, service times and staffing levels.

Ready to do something big?

Send your resume to shannon@waitwell.ca and a cover letter letting us know why you'd be a great fit for WaitWell.

About WaitWell

Founded in Calgary in 2020, WaitWell is an award-winning queue management solution with customers in medical, retail, event management, logistics and education. WaitWell is focussed on solving the very real problem that many organizations face: customers have to wait for service, but standing in line is a terrible user experience. WaitWell offers a powerful dashboard, as well as Reports & Analytics to give operators valuable insights into the customer wait experience, service times, ticket volumes and staff performance.