

Senior Marketing Copywriter

We're hiring!

Affair Recovery is looking for a full-time Senior Marketing Copywriter to work in our Austin, Texas office or remotely if you're not local!

What is Affair Recovery?

We are an industry leader in helping people heal after infidelity. Our inspiring programs are research based, combining a faith-based curriculum with the strength of support groups to provide solace and recovery for both couples and individuals.

Our mission is to restore those in crisis to extraordinary lives of meaning and purpose. In order to continue providing hope to those impacted by infidelity, we need to grow our team with people who share our mission and enthusiasm. We work in a fast paced startup environment and we're looking for smart, forward-thinking problem solvers to join our talented and passionate team.

Your job:

Are you an experienced copywriter who loves creating concise, clear messaging that drives action and inspires hope? This position will bring encouragement, life and light into the darkness of hundreds of thousands of peoples' lives.

This role will report to the Director of Growth Marketing and will be the go-to creator of compelling content for Affair Recovery.

Responsibilities:

- Write compelling marketing copy for inbound marketing channels that drives action and inspires hope, including but not limited to highly customized automated email campaigns, monthly course registration campaigns, First Steps Bootcamp content marketing, product sales pages, fact sheets, social media posts, scripts for animated product demo videos, and event marketing material.
- Collaborate with Affair Recovery's Expert Panel (e.g. Rick Reynolds LCSW, Wayne Baker LPC and others) to co-write and edit the weekly newsletter, the Article of the Week.
- Recruit and manage our alumni bloggers, edit and publish content, provide feedback, and assist with content marketing.
- Create high-engagement content and edit original copy that is accurate, well-researched, and meets customer/company needs and deadlines while reflecting our brand's voice
- Propose fresh and appealing copy concepts and present underlying strategic thinking to business leaders.
- Monitor metrics related to our content, like web traffic and conversion rates.

- Optimize content using SEO best practices to increase visibility.
- Ideate and write whitepapers that present research and insights that continue Affair Recovery's position as a well-trusted and recognized authority in the infidelity recovery space.

Required experience and skills:

- Proven work experience as a Senior Copywriter, Product Copywriter or similar role
- An outstanding ability to write concise compelling content
- An understanding of digital content strategy and how to measure the success of content
- An understanding of what inspires our audience to take action and the ability to get in their shoes
- A keen eye for detail when proofreading
- A strong work ethic and drive to create and meet deadlines
- An ability to think creatively and identify opportunities for new content
- Capable of working independently or in a group
- A bachelor's degree in Marketing, Communications, Journalism or relevant field

Why join us? Work at AffairRecovery.com is not a job; it's a passion. A passion fueled by the desire to change the world by saving love and transforming thousands of lives by restoring their marriages and families. Work for a purpose instead of just a paycheck:

<http://vimeo.com/16635298>

Interested? We want to hear from you!

Step 1: Complete an application: <https://forms.gle/wsheZVZ6VQ35ghup7>

Step 2: Email your resume and cover letter to: employment@hope-now.com

Step 3: After you've completed **Step 1** and **Step 2**, we will contact you regarding next steps!