

Role Title	KRI Content Writer
Overall Position Description	We are looking for a Content Creator for KRI to write and publish various types of pieces for our website, like articles, ebooks, newsletters and social media posts.
Start Date	Immediate or as mutually agreed.
Location & Hours	Remote work: 10-15 hours weekly
Reporting Relationships	Works as part of the KRI Team, reports to the Marketing Manager.
Essential Functions and Duties	<p>Primary Responsibilities:</p> <ul style="list-style-type: none"> ● Write various email sequences a month <ul style="list-style-type: none"> ○ Promotion emails and email sequences for courses and products ○ Welcome email sequences for different ○ Monthly newsletter articles ○ Write E-learning center newsletters ● Create written content between 8-10 weekly social media posts. ● Conduct keyword research and use SEO guidelines to optimize content and write 1-3 SEO articles a month ● Create one lead magnet content every two months. ● Edit and proofread written pieces before publication ● Identify customers' needs and recommend new topics to write and focus on.
Work Environment and Physical Demands	This job is entirely a remote position. You must have a home computer and stable internet.
Required Knowledge, Skills and Abilities	<ul style="list-style-type: none"> ● Proven work experience as a Content Creator, Copywriter or similar role ● Portfolio of published articles ● Hands-on experience with Content Management Systems (e.g. WordPress) ● Excellent writing and editing skills in English ● An ability to fact-check long-form content pieces ● Time-management skills ● Familiarity with SEO ● BSc in Marketing, English, Journalism or relevant field ● Excellent communication, time management, and multitasking skills. ● Proficient in English ● Attention to detail ● Excellent organizational skills ● Excellent interpersonal skills both in person and by phone, with high professionalism ● Capable of working well under pressure ● Capable of working and meeting deadlines without supervision ● Ability to problem-solve ● Ability to serve the needs of others and manage one's own needs simultaneously ● Ability to adapt to the various internal procedures of KRI ● Learns quickly ● Motivated and optimistic ● Experience with Monday.com is a plus.
Experience Requirements	<ul style="list-style-type: none"> ● 1+ years prior experience as a writer and content creator. ● Knowledge of Kundalini Yoga is preferred.