

# SENIOR WRITER/STRATEGIST – ATLANTA

## What we do:

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PitchMaps is a highly specialized consultancy that only does one thing: we help CEOs and senior executives across the US and beyond find a more compelling go-to-market message for the companies they lead. This involves a lot of research, strategy work, concepting, brand positioning, and copywriting at a very high level. And that's where we need your help.

## What you would do:

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Interview business leaders. Analyze competitive messaging. Help figure out a company's positioning, differentiators, and go-to-market message. Bring wit and insight to complex business issues. Make people think. Inspire action.

## You'll know you're right for the job if:

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- **You were the teacher's pet in your AP English class.** Now, you're a killer copywriter, blogger, journalist, or business writer. Some of your writing is funny. All of it is insightful.
- **You're fascinated by business,** but you hate the way companies communicate with all their bland corporate-speak.
- **Speaking of business ... you have no experience in sales,** but when you think about what happens when a sales rep is sitting across the table from a skeptical prospect, it suddenly occurs to you that negotiation skills, behavioral psychology, and the selling conversation could be fascinating.
- **Truth matters a lot to you.** You're honest to a fault. Candid, but kind.
- **You work really well alone** and completely lose track of time when you dig deep into a business, industry, or technology that you knew nothing about yesterday.
- **You work really well with people,** because you love collaboration and ideation sessions – whether you're huddled around a whiteboard with the team or just meeting over Skype.
- **You start things,** because you're highly motivated and don't wait to be asked.
- **You finish things,** because you're highly conscientious and committed.
- **You don't know it all,** but you want to learn it all.

## Who we're looking for:

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- **High performers with high integrity**
- Based in Atlanta, Georgia
- Four-year degree in Creative Writing, English, Journalism, Marketing, or similar field
- 5–10 years related work experience
- Ad agency copywriting experience (preferred)
- Experience writing for B2B clients (preferred)
- Professional presence and appearance
- Positive attitude and collaborative mindset

## The details:

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- **Full-time position**
- **Flextime work schedule** so you're free to work when you work best (night owls, early birds, etc.) and get great work/life balance
- **Virtual work environment** so you can work wherever you work best (home, café, the beach, etc.)
- **Coffee/snack monthly allowance** to help keep you fueled while you're working
- **Face-to-face collaboration sessions** at Roam Galleria with company-provided lunches from local restaurants
- **Mentoring and professional development** – including proactive coaching and quarterly check-ins
- **Tickets and time** to attend key industry events
- **Quarterly social events** for employees and their families (past events include company picnic, Braves game, volunteer event, holiday dinner)
- **30 days off:** 15 days PTO, 10-day company break, 5 paid holidays
- **Paid parental leave**
- **Competitive salaries** + bonuses + opportunities for career advancement
- **Health benefit** through a Qualified Small Employer Health Reimbursement Arrangement (QSEHRA) to help cover medical, dental, and vision insurance premiums
- **401(k) retirement benefit** – starting early 2021