



## **Position - Technical Writer**

STRATAFOLIO is seeking technical writers who are interested in practicing their writing skills for an up and coming real estate analytics company based in Cedar Rapids, Iowa. We are looking for writers to write industry related blogs. Your name will be published with the blog once it is approved for publication.

Blog topics could vary from current events to things that impact expenses to analytics. Blogs vary in length from 600 to 2,500 words - basically whatever the topic requires to adequately cover it. Blogs need to be engaging, actionable, and informative. Not a requirement, but blogs with supporting infographics are encouraged.

Our most current need is writers for blogs. Down the road, there is also a need for downloadable papers, white-papers and research. Are you the writer for us? You can contact me at [Jeri@stratafolio.com](mailto:Jeri@stratafolio.com).

## **Expectations**

- Topics will be well researched with links to relevant sources
- Content must be original
- Follow our writing guidelines
- Writers must be willing to take feedback and make edits as needed
- Blogs will be reviewed, approved, and published by STRATAFOLIO
- STRATAFOLIO team will provide support

## **Skills or Interest Requirements**

- Real estate, banking or accounting background
- Ability to identify hot topics and keywords
- Ability to write with search engine optimization (SEO) in mind
- Write in an engaging, informative fashion
- Ability to create supporting graphics if the blog requires it
- Ability to help market the content

## **Time Commitment**

- Each blog takes 8-12 hours to research and write. Supporting graphic development takes additional time.