

Content Strategist

About Us

At Avalanche Creative, we're a website performance marketing and SEO agency helping primarily service-based businesses become the clear choice where their customers search. We combine SEO, content, website design and development, digital marketing, and creative, industry-leading solutions to drive measurable results.

We take a heavily collaborative approach where clients feel like part of the crew and every project is a chance to do real, meaningful work. We care just as much about how the work serves our clients as the results it delivers.

We're a small, close-knit team that values strong outcomes and real connection. We move quickly, adapt often, and continually refine how we work and what we deliver. Roles evolve as the team grows, and flexibility is part of how we operate.

We work hard and care deeply about our customers, but we also prioritize work-life harmony and foster a fun environment (for real!).

Our core values are Care More, Results-Oriented, Collaboration, Positivity, and "Whoa Not Go," a commitment to innovation and continuous improvement. Our values actively guide how we work, make decisions, and show up for each other and our clients every day.

About the Role

We're looking for a Content Strategist to join one of our two pods as its third team member. Pods are dedicated cross-functional teams assigned to specific sets of clients. This structure allows us to maintain a close-knit, collaborative environment where every team member is deeply familiar with their clients' goals, challenges, and brand voice, enabling us to deliver highly personalized, effective, and responsive marketing strategies.

This role sits at the center of SEO strategy, content execution, and client communication. You will own the development and delivery of SEO-informed content strategies that improve visibility, drive performance, and directly support client growth. You'll also ensure those strategies are executed clearly and consistently across multiple accounts.

This growth-oriented position blends hands-on content creation, strategic SEO thinking, AI-assisted workflows, client-facing execution, and ongoing process improvement. You will also help refine how we work by identifying and documenting systems that improve content and SEO delivery over time.

As Content Strategist, You Will...

Content Strategy & Execution

- Develop research-based, SEO-informed content strategies aligned with client goals
- Generate, edit, and optimize website copy, blog content, and landing pages using AI tools and human expertise
- Conduct keyword research, topic research, competitor analysis, and search intent mapping
- Implement on-page SEO best practices, including metadata, internal linking, and content structure optimization
- Support technical SEO and site audits as they relate to content performance
- Publish and format content in CMS platforms, ensuring accuracy, structure, and user friendliness
- Monitor content performance and translate data into actionable recommendations
- Maintain and update client style guides and ensure brand consistency across content

Client Collaboration & Communication

- Collaborate with internal teams to plan, execute, and refine SEO-driven content initiatives
- Facilitate select client meetings, present recommendations, and guide strategic conversations
- Manage follow-up on client action items to ensure clear execution and accountability
- Serve as backup support to the Account Director for client preparation and meeting coordination

Process & Innovation

- Identify opportunities to improve content, SEO, and AI workflows, and help document better systems
- Contribute to evolving how our pod operates as we scale and refine our delivery model

About You

You are a strong fit for this role if you bring a balance of SEO expertise, content execution ability, client communication skills, and operational thinking.

Core Requirements

- 3+ years of experience creating, editing, and refining high-quality content that aligns with brand voice (agency experience strongly preferred)

- Strong understanding of keyword research, search intent, on-page SEO, and content optimization
- Experience using SEO and analytics tools such as SEMrush, Google Analytics, Google Tag Manager, and Google Business Profile highly preferred
- Experience publishing and managing content in CMS platforms (e.g., WordPress)
- Proven ability to think strategically, contribute to high-level client strategy, and proactively identify opportunities for growth
- Ability to troubleshoot basic website/content issues without developer support
- Strong written and verbal communication skills
- Experience presenting content insights and strategic recommendations to clients or stakeholders
- Experience facilitating client conversations and ensuring clear follow-through on next steps
- Highly organized with the ability to manage multiple clients and deadlines
- Experience working in an agency environment with multiple clients and shifting priorities
- Possess a strong design sensibility and be excited to be trained on design tools to help bring content concepts to life
- Experience developing content strategies from research through execution and performance measurement
- Familiarity with AI tools for content creation, editing, or workflow automation
- Exposure to UX or conversion-focused thinking as it relates to content performance
- Comfort working in environments where systems and processes are evolving

How You Work

- You love words and consider yourself a true wordsmith
- You are comfortable operating between execution and strategy
- You can work independently while collaborating closely with a team
- You take initiative and proactively identify opportunities for improvement
- You are curious, adaptable, and comfortable with change
- You enjoy helping build and refine systems, not just following them

Position Details & Logistics

- Approximately 40 hours per week
- Exempt position
- Expected availability from 10:00 a.m. - 4:00 p.m. ET, Monday through Friday
- Flexible scheduling outside of core hours
- Fully remote work environment (Home office stipend and company-issued MacBook provided)
- Optional in-person work for candidates in the Grand Rapids area; periodic in-person collaboration may be required for West Michigan team members
- Occasional travel for client meetings, company events, and team retreats

- Authorization to work in the United States is required

Reports to: Account Director

Location: Remote in Michigan (U.S.-based)

What's In It For You?

Compensation

Estimated Total Annual Compensation Package (base salary + estimated profit sharing): \$62,000 - \$68,000

Quarterly Profit-Sharing Eligibility: Included (after 90 days of employment)

In addition to our compensation package, the estimated monetary value of our benefits package is ~\$16,000 - \$38,000.

Time Off

- Generous paid time off
- Paid holidays
- Volunteer time off opportunities
- Parental leave
- Flexibility to attend important life events and appointments

Professional Growth

- Ongoing learning and development opportunities
- Access to training, dedicated professional development dollars, and industry resources
- Opportunities to expand your role based on your strengths and interests

Meaningful Work

- The opportunity to make a visible impact on clients, teammates, and company initiatives
- Freedom to contribute ideas and improve how we work
- A collaborative environment where your voice is heard and your expertise is valued

Additional Benefits

- Health insurance options
- Vision and dental coverage options
- Retirement savings opportunities, including a company match of up to 4%

- Profit-sharing and performance-based incentives
 - Company-funded short- and long-term disability
 - Working with a pretty darn awesome team
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How To Apply

Applicants must apply through the application link provided below to be considered:

<https://forms.gle/cp8qVbvW6NWXCQuf9>

Please include *any* materials that help demonstrate your content, SEO, strategy, design work, or AI-assisted work experience.

Additional Information

Avalanche Creative is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Reasonable accommodations are available throughout the hiring process for candidates who may need them.