

Content Specialist

Contract, Part-Time · Remote

About the Role

Insight Experience, a B2B leadership development company specializing in simulation-based learning for Fortune 1000 organizations, is looking for a contract content specialist to repurpose our existing long-form assets—case studies, research reports, e-books, primers, FAQs, blog posts, and video recordings—into social-ready content across LinkedIn, email, and our website, extending the reach and lifespan of work we've already invested in. This is primarily a writing role: You'll take dense material and turn it into clear, scannable content people read. Experience creating visuals in Canva (or a similar tool) is a strong plus, since some of that repurposed content will take the form of infographics and carousels. You'll also help repurpose new assets as they're developed, building repurposing into our content process going forward.

What You'll Do

- Repurpose existing content—case studies, blog posts, e-books, primers, overviews, thought leadership guides, and older video content—into LinkedIn-ready content, including carousels and other written/visual formats, for review and posting by the Marketing team.
- Write the content for our infographic library, drawing from existing reports, blog posts, guides, and case studies. If you're comfortable in Canva or a similar tool, you'll also build the finished visual; otherwise, you'll hand off clean copy and direction to be designed.
- Extend a single asset (such as a blog post, live event/webinar, or major guide) into multiple pieces of content over time, rather than a single one-off piece.
- Structure content with SEO/AI-search visibility in mind and stay current on what performs well in AI-driven search, in partnership with the Marketing team.
- Work from a backlog of existing content as well as new assets as they're approved.
- Flag moments or content, as you work through source material, that could work well as short-form video, so the Marketing team can coordinate with the video freelancer on final selection and execution.

What We're Looking For

- B2B marketing experience (5+ years) required; professional services, consulting, or L&D background strongly preferred.
- Strong writing and editing skills: the ability to take dense material and make it clear, scannable, and ready to publish with minimal rework.
- Experience creating visuals in Canva or a similar tool (Adobe Express, etc.) is a strong plus. A portfolio showing you can turn written content into a clean, on-brand infographic or carousel is a differentiator but not required.
- Comfort working independently with light oversight, while checking in on core themes and messaging.
- Familiarity with LinkedIn as a content channel; understanding of what makes content perform there.
- Familiarity with basic SEO/AI-search content structuring (Google Search Console, clear question-and-answer formatting for AI crawlers, etc.).

Logistics

Compensation: \$40-\$60/hour, commensurate with experience.

- Contract, part-time, averaging about 10 hours/week to start, with potential to grow based on need and fit. Given our content pipeline, some weeks may run lighter or heavier than others.
- Remote.
- Reports to Head of Marketing Execution.

How to Apply

Send a resume and portfolio (writing samples and any Canva/design work if applicable) to Julie Danielson at julie@insight-experience.com with the subject line "Content Specialist Application — [Your Name]."