

ABOUT UPFRAME CREATIVE

UpFrame Creative is a mission-driven creative agency helping rural brands thrive. We believe in thoughtful partnership, people-first creativity, and real relationships—not fluff. Our work supports small-town businesses, cooperatives, and purpose-driven organizations across the Upper Midwest. We’re a team grounded in trust, authenticity, and collaboration, and we’re growing intentionally.

UPFRAME CREATIVE · BROOKINGS, SD · CONTRACT / REMOTE-FRIENDLY · 10–20 HRS/WEEK

We’re seeking a contract content writer to help us keep delivering for our clients without missing a beat. Our marketing team is growing — we need a writer who can step in, learn our clients’ voices, and produce content that feels authentic, thoughtful, and effective.

You’ll work closely with our Marketing Director and Strategist to bring content plans to life across websites, blogs, email campaigns, social, and more. If you’re a self-directed writer who cares about the work and the people behind it, this is your role.

KEY RESPONSIBILITIES

Content Creation

- » Write website copy, landing pages, about pages, and service descriptions for a range of clients
- » Draft blogs, articles, and long-form content that reflects each client’s voice and audience
- » Write social media copy across platforms (Facebook, Instagram, LinkedIn)
- » Write email marketing campaigns and newsletters
- » Adapt tone and style across industries — ag, construction, healthcare, nonprofits, retail

Collaboration & Process

- » Work from content briefs and strategy documents provided by our team
- » Collaborate with the Marketing Director and strategist on content calendars and campaign planning
- » Develop SEO-informed content using provided keywords and direction
- » Revise based on client and team feedback efficiently and professionally
- » Help maintain consistency in voice, tone, and messaging across all client accounts
- » Available to sit in on client meetings
- » Available for collaboration during day time work hours

BONUS POINTS FOR

- » Experience writing for rural, agricultural, or Midwest audiences
- » Familiarity with Story Brand and Marketing Made Simple

CONTRACTED CONTENT WRITER

Send your cover letter, resume and portfolio to ask@upframecreative.com
This position will remain open until we find the right candidate!

- » Background in marketing agency work
- » Experience using AI writing tools well — as a resource, not a crutch

WHY WORK AT UPFRAME?

- » A mission-driven, relationship-first agency that values meaningful work
- » A close-knit team that's intentional, supportive, and growth-minded
- » Real clients with real stories — your words matter here
- » Room to bring your voice, improve systems, and grow with us

HOW TO APPLY:

Fill out our online application at: <https://upframecreative.com/careers/job-application/>

Include:

- » A brief intro about yourself and why this role fits (no template cover letters — just talk to us)
- » 3–5 writing samples showing range — website copy, blog, social, or email
- » Your availability and preferred hours per week

We review applications on a rolling basis and respond to everyone. We're a small team and we treat people the way we want to be treated.