

Life Skills Advocate Content Specialist Job Description

Hi there,

I'm Chris, the founder of Life Skills Advocate, based in Seattle. We are passionate about supporting neurodivergent teens, adults, and their families through a variety of digital content and personalized coaching services.

Our mission statement is to uplift the neurodivergent community to embrace their strengths and self-advocate with confidence.

As an extension of our company mission statement, our editorial mission statement is to be the most helpful resource on the internet for all things neurodivergence, executive functioning and the development of essential life skills.

Discover more about us at www.lifeskillsadvocate.com.

With more than 44,000 active email subscribers and total readership of over 2 million, the LSA blog serves as a vital way to connect our community and those who support our community (teachers, clinicians, etc.) to practical strategies and resources aimed at improving executive functioning, self-advocacy, and the development of essential life skills.

For instance:

- [Executive Function Skills By Age: What To Look For](#)
- [Neurodivergent Toolbox: Spaced Repetition Method For Enhanced Learning](#)
- [Understanding The ADHD Iceberg: A Comprehensive Guide For Parents And Educators](#)

We're looking for a detail-oriented and deadline-driven writer who has direct experience working with our population. This role may be perfect for those with a background in special education, mental health services, social work, executive function coaching, or related fields, who have a strong appetite for sharing their expertise in written form with the community at large.

What We Need in a Candidate:

- Strong subject matter expertise in neurodiversity, executive functioning, and related tools and strategies.
- Strong writing and editing skills and the ability to adapt complex concepts in a style and format that maximizes reader engagement with the material.
- Exceptional attention to detail and the ability to follow editorial guidelines, blog post templates, and content briefs.

- Proficient in identifying and integrating relevant, peer-reviewed research to support content development, ensuring all information is credible and aligns with the latest scientific findings.
- Ability to create compelling visual materials, infographics, and presentations that capture complex concepts in an accessible and engaging manner, tailored specifically for our community.
- The ability to commit to up to 5 hours per week with the potential to grow into a larger, more integral role within our team over time.

Unique Content Creation: While I recognize the efficiency and attractiveness of using AI tools to produce, our commitment is to genuine, human-driven content. This is crucial because our audience consists of families, educators and professionals who support some of the most underserved populations. They deserve content crafted with care and deep real-world understanding.

The Selection Process: As part of the application process, several candidates may be asked to write about the same topic. The writer who adheres most closely aligns with our needs and who most closely follows our editorial checklist and guidelines, content brief, and demonstrates efficient use of their time will secure the position. Additionally, as part of our selection process, candidates who advance past the initial submission phase will be invited to an interview over Zoom.

[Our editorial checklist may be viewed here.](#) Guidelines and other materials provided upon moving forward in the application process.

Stand Out: If you want to stand out as one of the top applicants for this position, grab your cell phone or hop on your laptop with your webcam and cut a quick video to introduce yourself and to answer the 3 screening questions. There will be an opportunity in the form below to share a link to your video.

Compensation: Weekly compensation TBD based on the candidate's experience, qualifications, and the quality of work delivered. Upon success in the role, there will be bonuses provided on a cadence to be determined.

Role classification: Independent contractor

Location: Remote

Application deadline: 5/10/24

Have questions? Feel free to reach out by emailing careers@lifekillsadvocate.com.

Thank you and I look forward to reading/watching your submissions!

Chris

Life Skills Advocate Editorial Checklist

Mission and Audience Alignment

- Does the article adhere to LSA's mission statement?
- Does the article adhere to LSA's Editorial mission statement?
- Does the article speak to the identified and targeted audience?
- Does the article maintain consistency in voice throughout?

Content Requirements

- Is the article informative?
- Is the article at least 1,500 words?
- Does the article focus on a single topic?
- Does the article anticipate and answer likely questions from the audience?
- Does the article consider multiple perspectives or viewpoints?
- Does the article utilize one of LSA's set blog templates?

Tone and Style

- Is the article written in a "professionally informal" tone?
- Does the article avoid persuasive language?
- Does the article avoid generalities, personal biases, and blanket statements?
- Is the article written in the first person singular?
- Does the article avoid clinical language?
- Does the article portray warmth and empathy?
- Is the article written at a 7th grade reading level?

Formatting and Structure

- Does the article utilize short and concise paragraphs?
- Does the article utilize headings?
- Are all headings in H2, H3, or H4 formatting?
- Is the article in 12 pt "normal" paragraph formatting?
- Does the article have consistent spacing after end-of-sentence punctuation?
- Does the article use single spacing for sentences, double spacing between paragraphs and graphics and three spaces between major sections?

Visuals and Supplementary Content

- Does the article include at least 2 LSA branded engaging and relevant visuals that add value to the article?

- Does the article include LSA branded relevant and engaging supplementary materials?

Sources and Credibility

- Does the article utilize peer-reviewed and scientifically validated research?
 - If not, is the article clear about what sources and information are not peer-reviewed and scientifically validated, and why they were included?
- Does the article use at least 2-3 outside sources?
- Does the article give credit to all sources?
- Does the article include a Further Reading section that includes previously cited resources as well as any additional relevant, helpful resources?

SEO and Online Optimization

- Is the headline SEO-friendly?
- Does the article include keywords throughout for SEO purposes?
- Does the article utilize at least 3 in-text links to other LSA blogs or resources?

Revision and Editing

- Does the article utilize clear sentence structure?
- Is the article revised for wording, phrasing, word choice, spelling, and grammar?
- Does the article make good use of bulleted lists, numbered lists, and other special formatting (e.g. bold, italics, etc.)?

Additional Components

- Does the article include action steps and/or a clear call-to-action?
- Does the article include a TL;DR section?
- Does the article have an introduction paragraph with a hook (statistic, joke, question, anecdote, etc.)?