

Staff Writer, Google Ink

Google

Marketing & Communications

As a member of the Global Communications & Public Affairs team, you will work cross-functionally to help communicate with journalists and other thought leaders; devise specific communications materials and campaigns based on understanding of journalists' interests; engage in face-to-face meetings with commentators and other opinion formers; develop print and web-based material supporting these campaigns; and counter misinformation that might interfere with our business and ability to serve our users. We're looking for great communicators who can understand complex issues and explain them in person and also via well written, simple blog posts, FAQs, video scripts and more.

As a member of the editorial team--Google Ink--you will be a part of the team responsible for the Google voice in its many forms. The focus of the role is to bring a writerly eye, agile mind, and storytelling sensibility to a wide range of communications materials, including speeches and op-eds for executives, posts on The Keyword blog site, social media copy, internal news stories, and all kinds of fun writing and editing projects, flexing your creative muscles wherever needed.

Did you wake up early to livestream our latest product launch? Are you an avid reader of tech journalism? Do you know your Techcrunch from your Techmeme? Do you geek out on the latest tech trends--then communicate about them clearly, in written form? Do you help with content for execs from the tech sector (or would you like to)? If so, we're looking for someone like you.

It's our job to help inform and educate users, advertisers, partners, opinion leaders--and our own employees--about the benefits of Google's products, our distinctive company culture/values, and our approach to the big public policy issues of the day. We are looking for quick-witted, entrepreneurial and intellectually curious people to join the team. To succeed here, you'll need to be able to combine creativity with the organizational skills to manage numerous different projects to tight deadlines simultaneously, as well as enjoy pitching to all kinds of journalists, bloggers and commentators (we find it hard too!), or producing internal communications and events for our employees. Things happen quickly at Google and to get stuff done here you need to be an enthusiastic team player - a self-starter who can work cross-functionally and isn't frightened to take risks or try out new ways of doing things.

Responsibilities

- Work within the Google speechwriting team to draft speeches and presentations for Google executives.
- Develop and edit content for the The Keyword blog and Google Insider - our internal news site.
- Pitch in on editorial projects, op-eds, press statements, and social copy, as needed.
- Create innovative ways to communicate that inform and engage diverse audiences worldwide across a wide variety of topics.

Qualifications Minimum qualifications:

- BA/BS degree or equivalent practical experience.
- 6 years of experience in business, media, political or non-profit environment, focusing on writing and editing communications materials.
- Preferred qualifications:
- Experience in speechwriting, executive communications strategy, developing a brand voice, storytelling.
- Demonstrated ability to work calmly and maintain good judgment in fast-paced environments. Demonstrated creative thinker, willing to take risks and try new things. Demonstrated ability to use compelling visual materials to tell stories.
- Ability to interact with executives with confidence, and to provide advice on their communications that reflect an understanding of their business and leadership style. Ability to work with colleagues in different countries and appreciate cultural differences.
- A keen editorial eye, sharp instincts, and an active and lively pen (or keyboard!). Excellent written and verbal communication skills.
- Experience in consumer technology writing, speechwriting, executive communications strategy, developing a brand voice, storytelling.

Creative Writer, Brand Studio

Google

Marketing & Communications

The Brand Studio is a passionate team of creative thinkers tasked with shaping the future of Google brands by deepening the love of our users. As part of this team, you work with many kinds of creative thinkers all tasked with ensuring creative excellence across the Google Marketing landscape. Your goal is to deliver one integrated Google brand experience, and to better define the Google Marketing way. By embracing user insights, strategic thinking, and beautiful design paired with provocative execution, you strive to create delightfully intuitive (and delightfully inventive!) experiences that will define the future of our brand.

The creative team at Google Brand Studio is a multidisciplinary team composed of art directors, designers, writers, User Experience experts, information architects, animators, editors and filmmakers. We define and extend the Google brand, and put Google's values into action through brand campaigns, films and digital and physical experiences.

Working in Brand Studio plugs you into the heart of Google. You'll be exposed to thought leaders across every discipline of the company, from product to policy to people operations. Along with other creatives, you will partner with a strong team of business thinkers, planners, engineers and producers to push our collective definition of the brand through big ideas that leverage technology, experience, design, filmmaking, photography and excellent writing.

A healthy disregard for the impossible is fundamental to success.

You are an experienced problem-solver that can think strategically, identify breakthrough concepts and ideas, find unexpected ways to bring them to life, and craft them until they're perfect. You are someone who believes technology can positively impact society, but you also have a healthy skepticism for the way tech brands typically talk about themselves and their products. A solid portfolio of smart strategic observations and well-crafted writing across all media is essential.

Know the user. Know the magic. Connect the two. At its core, marketing at Google starts with technology and ends with the user, bringing both together in unconventional ways. Our job is to demonstrate how Google's products solve the world's problems--from the everyday to the epic, from the mundane to the monumental. And we approach marketing in a way that only Google can--changing the game, redefining the medium, making the user the priority, and ultimately, letting the technology speak for itself.

Responsibilities

- Define, develop and steward the Google brand across every medium alongside Brand Studio design leadership team
- Lead a team of designers and technologists to push the boundaries of Google's brand through clear communication, craft of execution, and technological innovation
- Develop and foster relationships with design agencies and continue to build our roster of top talent partners
- Provide day-to-day guidance of partners across all of Google to establish best-practices and maintain Google's brand vision

Qualifications Minimum qualifications: BA/BS degree or equivalent experience. 5 years of experience at an agency leading creative writing for global brands. Portfolio of work.

Preferred qualifications:

- Robust portfolio of broadcast/tv spots, articulating a global brand's values in action.
- Demonstrated ability to work calmly, optimistically, and maintain good judgment in fast-paced environments.
- Demonstrated creative thinker, willing to take risks and try new things. Demonstrated ability to use compelling materials to tell stories.
- A conceptual, optimistic, and curious creative, who has demonstrated experience telling brand value stories and addressing creative quandaries (e.g. privacy and security, policy, arts and culture, inclusion).

Brand Strategist, Brand Studio

Google

Marketing & Communications

Whether you're on a consumer product (like Gmail, Search, Maps, Chrome, Android) or a business product (AdWords, AdSense, DoubleClick, Analytics), you take part in a complete marketing experience as you lead every facet of the product's journey. From determining positioning, naming, competitive analysis, feature prioritization and external communications, you help shape the voice of the product and help it grow a loyal consumer base. This means you work with a cross-functional team across sales, corporate communications, legal, webmasters, product development, engineering and more. In this role, you'll be involved with product marketing strategy from beginning to end.

As a Brand Strategist at Brand Studio you will lead the development of user and cultural insights, define strategic platforms for the Google masterbrand and sub-brands, brief creative storytelling, activations and experiences, plan internal and external communications and ultimately measure the impact of our work. The role is fueled by discussions and interactions with product teams, policy and PR stakeholders, senior execs and marketers across the organization.

Know the user. Know the magic. Connect the two. At its core, marketing at Google starts with technology and ends with the user, bringing both together in unconventional ways. Our job is to demonstrate how Google's products solve the world's problems--from the everyday to the epic, from the mundane to the monumental. And we approach marketing in a way that only Google can--changing the game, redefining the medium, making the user the priority, and ultimately, letting the technology speak for itself.

Responsibilities

- Work with multi-disciplinary brand studio team and cross-functional teams throughout Google's portfolio of products and programs to build the brand and grow the business in ways that match Google's humanistic values and aspirations.
- Partner with in-house and external research partners to plan qualitative and quantitative research, share findings and develop strategic brand implications.
- Apply brand architecture principles to create elegant, intuitive identity systems that reinforce and extend the essential understanding and alignment of our brands inside and outside of Google.
- Analyze scenarios and make brand strategy recommendations as new products and features are added to our portfolio.
- Train global cross-functional teams on Google's approach to brand strategy and take on special brand projects as needed.

Qualifications

Minimum qualifications:

- BA/BS degree or equivalent practical experience.
- 5 years of experience working to drive the definition, articulation and growth of a brand.

Preferred qualifications:

- Strong marketing skills and a consumer-oriented focus with a global mandate.
- Creative mindset that is well grounded in strong strategic thinking and user and cultural insights.
- A passion for brands, brand definition, brand creation, brand growth and everything brand related.
- Enthusiasm for working in a fast-paced environment where close collaboration and strategic pragmatism is encouraged.

Creative Writer, Doodle Team, Google Assistant Personality (French, Japanese, Portuguese, English)

Google

Marketing & Communications

If you think the Google Doodle team is all fun and games, you're probably right. We're on a mission to find the right person to join our talented team of characters who are creating some fun for the Google Assistant. Here's where you fit in - you might have previously written for a character for film, TV, video game, or comic book who can deliver a joke that can make anyone smile or you're the person at the party who wins the trivia contest because you can finish the fun film quote or recite obscure music lyrics. More impressively, you can do all of this in English and another foreign language! Sound familiar? Then you've come to the right place.

The Google Assistant Personality team is dedicated to bringing a bit of fun and human touch to people interacting with the Google Assistant through chat, phones, TVs, watches, Google Home and other devices we haven't even thought of yet. As a Creative Writer, you'll work closely with international Creative Leads in adapting the Google Assistant persona for your region. You'll be writing dialogue and curating a wide range of content including jokes, quotes, fun facts, and games making sure it all feels natural for the market.

Success will be measured both in terms of quantity (delivering a high volume of content) and quality (delivering culturally appropriate compelling content).

There is always more information out there, and the Research and Machine Intelligence team has a never-ending quest to find it and make it accessible. We're constantly refining our signature search engine to provide better results, and developing offerings like Google Instant, Google Voice Search and Google Image Search to make it faster and more engaging. We're providing users around the world with great search results every day, but at Google, great just isn't good enough. We're just getting started.

Responsibilities

- Write and edit dialogue, user interaction, and character development.

Qualifications

Minimum qualifications:

- BA degree in Writing or equivalent practical experience.
- 5 years of experience as a writer for a consumer audience.
- Experience writing dialogue for plays/screenplays, fiction/interactive fiction, and/or comedy/entertainment
- Ability to speak and write fluently and idiomatically in one of the following languages: French, Japanese, Portuguese (Brazil), English (UK).

Preferred qualifications:

- Experience and interest in product and game design and artificial intelligence.
- Passion for pop-culture and current news.

UX Content Writer

Google

Technical Writing

As a User Experience content developer, you are an advocate for Google design, working to shape product experiences by creating useful, meaningful text that helps users complete the task at hand. As a stellar writer, you have a portfolio of work that demonstrates content that simplifies and beautifies the overall user experience. You work with people in a variety of UX design-related jobs including researchers, product managers, engineers, marketing, and customer operations. Collaborating with each, you strive to establish a unified voice across products and platforms. You regularly use empathy, logic and hard data to inform content choices, and are an expert in your product. You provide content recommendations that include the right words (written and spoken) and sometimes complementary data and images.

This role has the opportunity to shape the “voice” of the Google Assistant experiences across many verticals (like Shopping and Travel) and products (Google Home, phones, and more). As a voice user interface (VUI) content developer, you’ll write the responses to users who ask for information and services with two simple words: “Ok Google.” In addition to writing the spoken responses for voice-only interfaces, this position will write the text for complementary on-screen experiences.

Users come first at Google. Nowhere is this more important than on our Advertising & Commerce team: we believe that ads and commercial information can be highly useful to our users if, and only if, that information is relevant to what our users wish to find or do. Advertisers worldwide use AdWords to promote their products; publishers use AdSense to serve relevant ads on their website; and business around the world use our products (like Google Shopping, and Google Wallet) to support their online businesses and bring users into their offline stores. We build and maintain the platforms that have made Google what it is today, and are constantly innovating to deliver the most effective advertising and commerce opportunities of tomorrow.

Responsibilities

- Write content for voice and graphic user interfaces for verticals like Payments, Shopping, and Travel. Write in flexible styles that reflect personas for these verticals or other use cases.
- Develop scalable content processes for localization and VUI content creation.
- Define VUI guidelines and resources for first-party teams and third-party developers to ensure high-quality, repeatable content development.
- Work with researchers to develop testing that leads to data-informed insights for improved usability and experiences.
- Collaborate with UX leads, content strategists, product managers, designers, and engineers to arrive at optimal content solutions.

Qualifications

Minimum qualifications:

- BA degree in English, Writing or equivalent practical experience.
- 5 years of experience as a writer for a consumer audience in digital products or video games.
- Experience with product design/development. Experience in creative writing and project management.
- An online portfolio with relevant work samples.

Preferred qualifications:

- BA/BS degree in Linguistics, English, HCI, or equivalent practical experience.
- 5 years of relevant experience such as UX writing for software products or writing dialogues for interactive voice-response systems.
- Ability to manage multiple competing priorities in a fast-paced, constantly changing environment.

UX Writer

Google

User Experience & Design

As a User Experience writer, you are an advocate for Google design, working to shape product experiences by creating useful, meaningful text that helps users complete the task at hand. You help set the vision for content and drive cohesive product narratives across multiple platforms and touch points. As a stellar writer, you have a portfolio of work that demonstrates content that simplifies and beautifies the overall user experience.

You work with people in a variety of UX design-related jobs including researchers, product managers, engineers, marketing and customer operations. Collaborating with each, you strive to establish cohesive language and a unified voice across products and platforms. You regularly use empathy, logic and hard data to inform content choices, and are an expert in your product. You provide content recommendations that include the right words and sometimes complementary data and images.

Google is and always will be an engineering company. We hire people with a broad set of technical skills who are ready to tackle some of technology's greatest challenges and make an impact on millions, if not billions, of users. At Google, engineers not only revolutionize search, they routinely work on massive scalability and storage solutions, large-scale applications and entirely new platforms for developers around the world. From AdWords to Chrome, Android to YouTube, Social to Local, Google engineers are changing the world one technological achievement after another.

Responsibilities

- Write clear, concise user-interface text for products. Act as a subject matter expert (a company “go to”) for user experience writing.
- Drive a vision for product content across all product content for a given domain (e.g., Android, Google Maps). Ensure tactical execution to drive cohesive product narratives across all digital touch points within the product (and work with marketing and operations on touch points outside the product).
- Collaborate with designers, researchers, prototypers, product managers, and engineers to define requirements. Manage projects and stakeholders.
- Develop concepts for early stage products. Provide data-informed insights to improve existing experiences.
- Help coordinate translations, improve writing tools and processes, format documents, and generally lend a hand as needed to produce world-class software and hardware products.

Qualifications

Minimum qualifications:

- BA/BS degree or equivalent practical experience.
- 3 years of relevant experience such as technical or marketing writing, product documentation or online publishing.
- Experience working with engineering and product management teams as part of the software development process.

Preferred qualifications:

- 5 years of relevant work experience, including experience with consumer-focused writing for computing platforms.
- Knowledge of online technology and related technology and products.
- Ability to manage multiple competing priorities in a fast-paced, constantly changing environment.
- Enjoys working closely with teammates from a variety of disciplines.
- Superb writing, editing, and project management skills.

Technical Editor, Training and Certification, Google Cloud

Google

Program Management

Google Cloud teams work with schools, companies, and government agencies to make them more productive, mobile and collaborative. You will oversee all aspects of the Google Cloud sales process, improving it with your insightful data analysis, troubleshooting, and seamless cross-functional teamwork. Your strategies ensure that companies new to Google products get the highest quality customer support and that the Google Cloud program overall is kept on the cutting edge.

The Google Cloud Training and Certification team drives skills transformation and development in the user and customer base through high quality and valued learning programs. Through scaled training and certification programs the team has global reach and manages content in a variety of mediums including web, instructor-led training, on-demand training, videos, and labs.

As a Technical Editor, you have a key role on the Training and Certification team and you are responsible for maintaining high quality and consistency in all content created by the team. The team is looking for an experienced technical editor who is able to work independently, juggle multiple priorities, is metric driven, and is detailed-oriented. You will work closely with all Technical Curriculum Developers and Certification Program Managers to edit all content being published for consumption by customers and partners.

Google Cloud helps millions of employees and organizations empower their employees, serve their customers, and build what's next for their business — all with technology built in the cloud. Our products are engineered for security, reliability and scalability, running the full stack from infrastructure to applications to devices and hardware. And our teams are dedicated to helping our customers — developers, small and large businesses, educational institutions and government agencies — see the benefits of our technology come to life.

Responsibilities

- Edit technical content for the learner community, this entails working closely with the relevant development teams, publishers, and marketing teams.
- Manage ongoing updates across several product lines owning all deadlines and deliverables.
- Create standards, templates, editorial guidelines, and globalization best practices.
- Create and manage the Google Cloud Training and Certification style guide.
- Train and mentor curriculum developer on writing style to increase efficiency.

Qualifications

Minimum qualifications:

- 5 years of experience working with, editing and managing technical content.
- Experience working with training content and creating assessments and credentials.
- Experience with information architecture and content management systems.

Preferred qualifications:

- BS or equivalent experience in a technical discipline.
- Familiarity with cloud technologies (e.g. Google Cloud Platform).
- Exceptional written communication skills and with strong attention to detail.