Content Marketer for a Mission-Driven Startup

Who we are:

We are a scrappy, venture-backed startup bringing world-class Israeli technology to the United States. There are only three of us (you read that right – three) presently at our Austin office, although we work closely with the ~40-person parent company in Israel and we are in the process of hiring more. Our product is launching in the US this spring, so the team is in for an exciting ride.

We are on a mission to build a world of healthy tech users, and we are starting by saving kids from the problems associated with ubiquitous devices and unfettered device access (most notably, tech addiction and pornography). Here’s what keeps us up at night:

- Half of American teenagers say they’re addicted to their phones.
- The average age that young American boys first see hardcore pornography is 13 and dropping fast. Pornography is warping a generation’s sense of love, intimacy, and power.
- One in seven U.S. teens has sent a sext; one in four has received one.

We aspire to transform how the next generation interacts with content and devices, and we are looking for folks who want to join us.

What we do:

We’ve got world-class technology that does a world of good.

Leveraging advances in artificial intelligence, machine learning, and image recognition, we developed the world’s first smart Internet filter. It is the only product that can detect inappropriate text, images, and videos in real time before the content hits the pixels of the screen. Once flagged, the software can seamlessly filter out the problematic material within a site, permitting users to enjoy the good without the bad. The software also can identify and prevent devices from capturing and sharing nude pictures (a feature that prevents and discourages sexting). This AI-powered software transcends traditional filters that impose a domain-based all-or-nothing framework.

Our parent company (which developed the tech and deployed it in Israel) supports 95,000 mobile subscribers, 70,000 broadband households, and 4,000 schools (more than 90% of all schools in Israel).

We recently closed a round of financing to fuel the expansion to the United States. The company is poised to grow explosively, and our early employees are poised to grow in responsibility and opportunity with the company.
What you’ll do:

This job is for you if you can craft a strategy, manage a team of content creators, and produce compelling material across a wide range of platforms. Can you take a single insight and spin it into a provocative 5,000-word article, an engaging 500-word listicle, a winning tweet, an appealing Instagram post, and an enlightening infographic? Can you find a neuroscientist and prep the team to conduct an engaging and thoughtful interview on the impact of porn on the brain? Can you help recruit and coordinate 10 bloggers, create a production calendar, design beautiful graphics, and edit the content?

We want to play a big role in shaping the broader discourse on how we utilize technology in our lives, and importantly, what we can do better. Ideally, our content will capture the attention of both our target consumers and influencers engaged in the national conversation. We want to drive conversations and conversions.

Some of your skills might include:

- Content schedule management and coordination
- Graphic design (including illustrations and infographics)
- Writing and editing
- Harnessing social media
- Podcast production
- Content creation and curation
- Basic web design

Our office is located downtown in Austin, TX.

Our culture:

Apply if:

- You care about helping families create healthy relationships with technology
- You like working hard
- You enjoy a fast-paced, constantly changing work environment
- You read a lot
- You like big ideas and changing culture

Definitely apply if:

- You have experience with content marketing for consumer subscription products
- You love writing, researching, editing, and visual design
- You have written blog posts so eloquent they made your mom cry (in a good way)
Don’t apply if:

- You have ever said, “That’s not my job”
- You think tech addiction and teenage porn consumption aren’t a big deal
- You have never stayed up late to solve a problem
- You don’t like learning new things

What we offer:

- A compelling mission
- A company culture that emphasizes growth
- The chance to shape a product, a team, and a company
- Insurance (medical, dental, and vision)
- Down time (three weeks paid vacation + 10 company holidays)
- Parental leave
- Opportunity for career advancement
- Salary range: $45,000 - $65,000 (based on experience)
- Unlimited Topo Chico

Our process:

We are a small team that moves fast, but we care more about finding the right person than sticking to timelines. If you’re interested in the job:

- Send your resume to iwanttowork@hicanopy.com. In the body of the email, please list two people that you think are particularly thoughtful about the role of technology in our lives.
- If we are interested, we will reach out to schedule a phone call
- If the phone call goes well, we will schedule an in-person interview
- If that goes well, we will schedule a second in-person interview
- We will welcome you to the team with fireworks