

TUGBOAT INSTITUTE

Senior Business Writer

Location: Ketchum, Idaho | Full-time | Reports to: Head of Content & Education

About Tugboat Institute

Tugboat Institute supports and celebrates leaders of Evergreen® companies—private, purpose-driven businesses built for long-term success. Our growing membership of 300+ CEOs and Presidents connect through intimate events, virtual forums, and exclusive content to share insights and inspiration on business, family, and life. In addition to membership, we will be offering content, online courses, and new experiences to support an Evergreen company movement globally.

Position Overview

We are seeking a Senior Business Writer to elevate Tugboat Institute's thought leadership by researching, analyzing, and writing high-impact, HBR-caliber business articles that resonate with Evergreen CEOs, and synthesize deep member insights. Possessing the executive stature to partner directly with our CEO on interviews with enduring, purpose-driven leaders, you will also bring the hands-on operational agility required to seamlessly publish a cohesive, world-class voice across all channels.

Key Deliverables

Core Editorial Production - Produce and publish weekly articles, video summaries, and long-form profiles for the digital Evergreen Journal+ platform. This includes acting as a high-level ghostwriter—taking article concepts, interviews, and ideas provided by the team (and our CEO members) and delivering them with an executive tone.

Member Insight Synthesis - Actively analyze member data (surveys, 1:1s, etc.) to identify pressing themes. Translate these needs into highly relevant, timely articles and content that address the membership's most pressing concerns.

White Paper Leadership - Act as the lead author and researcher to deliver two (2) White Papers annually. You will facilitate working groups consisting of Evergreen CEO members and subject matter experts to draft and publish these thought leadership pieces.

Cross-Channel Content Voice - Author and adapt content supporting other Tugboat channels (which includes ~26 annual podcasts and 8 virtual seminars), including writing podcast intros and language for materials summarizing past seminars and events, ensuring a cohesive editorial voice.

Qualifications

This highly analytical, intellectually curious writer will have 10+ years' experience in senior business journalism, business research, thought leadership content creation (or 5+ years of writing experience preceded by or paired with a strong career in business operations/strategy). You have a proven record of producing high-impact, long-form content for executive audiences.

This person must possess impeccable attention to detail, flawless grammar, and be fully fluent in our digital tech stack (Airtable, WordPress CMS, Mailchimp), seamlessly rolling up their sleeves to format

and input content. Must thrive in a highly autonomous, rapid-cycle-time environment, ensuring all editorial pipelines and weekly publication deadlines are consistently met with zero major errors.

Other Important Characteristics

- Passionate about our Purpose
- Trustworthy, honest, hardworking, and authentic
- Strong interpersonal skills with the ability to comfortably engage and partner intellectually with CEOs and key executives
- Exceptional, concise communication skills, including the ability to translate complex research, survey data, and advanced business concepts into accessible business narratives
- Expresses good business judgment, is an avid consumer of high-level business media, business and leadership books and magazines, and naturally curious about how businesses work and succeed
- Self-aware, grounded confidence and desire to learn new things and grow
- While detail-oriented and focused on protecting the brand's editorial standards, also willing to try experiments and new ideas to improve our digital workflows

To Apply: Please email your cover letter, resume, and a portfolio of your work to careers@tugboatinstitute.com

Required Portfolio: Along with your resume, please include links to or PDFs of 2-3 long-form business articles or white papers you have authored. Ideally, these samples should focus on business strategy, leadership, macroeconomics, or organizational culture, demonstrating your ability to write compellingly and analytically for a C-suite executive audience. Applications without relevant writing samples will not be considered.