



Job Description - Digital Marketing and Content Strategy Specialist

Department: Marketing
Reports to: Marketing Manager
FLSA Status: Exempt
Position: Full time

SUMMARY

Marketing Communication Specialist is responsible for creating and managing the companies digital marketing efforts that produces customer communication content and materials along with trade show events that support the company philosophies, sales objectives, and brand positioning.

Must be a self-starter that is able to manage projects with superior organizational skills and the willingness to adapt and learn.

JOB RESPONSIBILITIES

- Work and collaborate with various work groups to develop and write effective and relative content
- Generate information, messages and story content for multi-channels that would consist of on-line and off line materials including presentations, marketing collateral, web, social media, email campaigns, videos, and articles.
- Develop, write and post content and manage company social media channels, content calendars and employee/company advocacy guidelines.
- Manage the execution of projects as well as be able to conduct necessary tasks to complete certain aspects of a project in accordance with resources and deadlines.
- Define, schedule, implement and execute activities for events, exhibitions, campaigns, training and other venues that promotes the company and the products.
- Monitor website, social media channels, and email campaign analytics to provide monthly reporting on performance and identify opportunities.
- Contribute to and oversee design/photography and video production when necessary
- Must be able to use layout software and create layouts for various materials as well as use photo software for photo re-touching and manipulation.



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EDUCATION LEVEL AND EXPERIENCE REQUIRED

- 5 years of proven work experience in Marketing Communications, Social Media, and Digital Content
- Bachelor's degree (BA, BS) in Marketing, Communications, Public Relations or relevant field
- Excellent verbal and written communication skills
- Creativity and critical thinking skills
- Comprehensive analysis capabilities
- Knowledge of Google Analytics
- Familiarity with B2B and B2C advertising campaigns
- Hands-on experience with content management tools
- Proficiency in MS Office
- Proficiency in Adobe products or other production software to support content creation
- Experience with social media platforms and various scheduling software
- Good presentation skills

Preferred Qualifications:

- B2B industry experience
- Knowledge of manufacturing, distribution and/or services industries
- Project management
- SEO Knowledge is a plus

Click [APPLY NOW](#) to submit your application.



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PHYSICAL DEMANDS

The physical demands checked off herein are representative of those that must be met by an employee to successfully perform the essential functions of this job.

HOURS	
8-hour shift	<input checked="" type="checkbox"/>
Up to 10-hour shift	<input type="checkbox"/>
12-hour shift	<input type="checkbox"/>
Required to work some weekends and/or evening work	<input checked="" type="checkbox"/>

WORKING ENVIRONMENT	
Warehouse	<input checked="" type="checkbox"/>
Assembly Floor	<input checked="" type="checkbox"/>
Office Environment	<input checked="" type="checkbox"/>

VISION	
Close Vision	<input checked="" type="checkbox"/>
Color Vision	<input checked="" type="checkbox"/>
Peripheral Vision	<input checked="" type="checkbox"/>
Depth Perception	<input checked="" type="checkbox"/>
Ability to Focus	<input checked="" type="checkbox"/>

	RARELY	ON OCCASION	FREQUENT	CONSTANT
Standing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sitting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walking	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/Pulling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneeling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reaching	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of hands to finger, handle or feel objects or controls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Work on repetitive tasks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Give and receive information through listening and speaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

LIFTING/MOVING	RARELY	ON OCCASION	FREQUENT	CONSTANT
5 - 15 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 - 25 pounds	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25 - 40 pounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>