

Content Marketing Specialist

Member of the Content Marketing Team

Directed by: Content Marketing Manager

Reports to: Content Marketing Manager

The Content Marketing Specialist is a full-time employee who works to organize and implement Content Marketing services for Love & Company and client communities. This position supports the Content Marketing department by working in collaboration with agency staff and clients to produce a variety of promotional materials from social media posts and blogs to press releases and related materials.

Primary Responsibilities

- ❖ Develop digital & written pieces including but not limited to the following: traditional public relations, emails, blogs, whitepapers, videos, eBooks, webinars and guides for both B2C & B2B segments. Strategic plans, memos and client communication are just some example of writing that may be expected.
- ❖ Ensure brand continuity across all creative executions.
- ❖ Create and implement content strategy including management of production timelines and total synchronization with client services.
- ❖ Stay up to date on new social media content best practices and what other organizations and companies are creating.
- ❖ Assist with assorted administrative tasks.
- ❖ Contribute and support innovation of bigger, creative-led social experiences and activations (i.e., fun and exciting event ideas that lend themselves to social media opportunities).

Detailed Responsibilities

- ❖ Develop digital & written pieces including but not limited to: traditional public relations, emails, blog, whitepapers, videos, eBooks, guides for both B2C & B2B segments. Strategic plans, memos, and client communication are just some example of writing that is expected.
 - Develop and review blog and social media content
 - Responsible for developing and maintaining distribution lists and/or audience profiles for various channels
 - Contribute to the development of direct and indirect marketing campaigns
- ❖ Ensure brand continuity across all creative executions



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- Develop content and make use of digital tools and social media to maximize brand presence and recognition
- Collaborate with designers, product management, marketing, sales and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience
- ❖ Create and implement content strategy including management of production timelines and total synchronization with client services.
 - Ensure coordination of content assets to maximize distribution of individual content across regions
 - Set up and disseminate community e-newsletters
 - Write, schedule and post social media updates
- ❖ Stay up to date on new social media content best practices and what other organizations and companies are creating
- ❖ Assist with assorted administrative tasks
- ❖ Report on the outcome of content marketing efforts and make adjustments accordingly.
 - Format and glean information from MailChimp reports
- ❖ Contribute and support innovation of bigger, creative-led social experiences and activations (i.e., fun and exciting event ideas that lend themselves to social media opportunities)

Qualifications

- ❖ Bachelor's degree in communications or related field
- ❖ 2+ years experience producing content for the web specifically, as well as channel-specific knowledge (blog, whitepapers, presentation decks, Facebook, Twitter, etc.)
- ❖ Past experience building audiences online for both B2B and B2C
- ❖ Past experience explaining and conveying complex concepts or topics
- ❖ A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions
- ❖ Sound understanding of SEO (on-page and off-page)
- ❖ Expert knowledge of Word, Excel and PowerPoint
- ❖ Experience with Google Analytics, WordPress and MailChimp are preferred but not necessary
- ❖ The desire to excel within a team environment while being highly motivated individual contributor

- ❖ Unrelenting determination and results orientation
- ❖ Highly effective time management, communication and organizational skills
- ❖ Commitment to personal growth and continuous learning
- ❖ Proven experience with producing content for Facebook, LinkedIn, Google +, and YouTube.

Love & Company is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.