

CONTENT STRATEGIST

ADASHmore
creative

JOB DESCRIPTION

OVERVIEW

We've all heard the phrase, "content is king." This position embraces that fully. From digital to offline, the content strategist uses content to tell stories and get results. Writing skills are just as important as understanding the data and finding a return on investment for our clients.

ROLE DESCRIPTION

RESPONSIBILITIES

- Work with a team to develop marketing strategies with specific objectives, targets, and measures
- Translate data into compelling, insight-driven and analytical reports that prove ROI and outline opportunities for improvement
- Use well-rounded digital understanding to effectively manage and support complex digital strategies in a team environment
- Oversee all aspects from strategy and planning to implementation and reporting for:
 - Social media marketing
 - Email marketing
 - Website content planning and development
 - SEO
- Manage external agency relationships from a technical perspective, and assist with day-to-day production requirements for:
 - Paid advertising/SEM
 - Website development
 - User experience testing
- Support offline client marketing and company business development efforts as needed
- Other duties as assigned

OUTCOMES

- Use understanding of client needs to generate effective, goal-oriented strategies
- Prove ROI and discover new opportunities with data analysis and reporting
- Must be excited about ever-changing digital world and stays on top of best practices
- Directly contributes to Adashmore Creative's bottom line

SKILLS

REQUIRED

- Bachelor's Degree in Marketing, Design, Communications, Business or related field
- 2-4 years of relevant experience in a similar role
- HTML and CSS knowledge
- Exceptional ability to analyze metrics and leverage data to drive performance
- Excellent interpersonal and written communication
- Strong attention to detail and organization
- Ability to balance multiple or conflicting priorities
- Google Analytics Certification or willingness to complete certification within first 3 months of employment
- Understanding of digital marketing strategy

PREFERRED

- Google AdWords Certification
- Experience with website production and launches
- Strong Public Relations background
- Familiarity with Adobe Creative Suite
- Experience with MOZ
- User experience training
- Agency background with diverse client roster

COMPENSATION

- Relaxed but demanding job environment
- Flexible schedules
- Paid company holidays
- Unlimited vacation eligibility
- Health insurance
- Salary dependent on experience

HOW TO APPLY

Email your resume to jobs@adashmorecreative.com with a cover letter explaining why you are interested in working for Adashmore Creative and how you can contribute to the team. Put the position and your name in the subject line.