

Content Marketing Jedi

The Content Marketing Jedi will be responsible for editing amazing content & craft amazeballs content for our clients. The Content Marketing Jedi is a highly motivated individual with writing and creative experience and a passion for content strategy and creation, blogging, micro-blogging and community leadership. This position is a full-time salaried position.

Responsibilities

Responsibilities include:

- Creating and scheduling social media posts for multiple clients
- Creating and scheduling unique content for multiple clients
- Managing existing social media 1099'd content creators
- Defining clear objectives and strategy for each assigned client account.
- Defining how to quantify / and measure ROI for each assigned account.
- Defining and outlining editorial calendars for each assigned account.
- Coordinating content and deployment.
- Build targeted fan bases.
- Client communication.

Essential Duties

- Manage content marketing campaigns and day-to-day activities including:
 - Create engaging, creative content
 - Define editorial calendars
 - Monitor, listen and respond to social based conversations
 - Develop outreach relationships with key sneezers / influencers for SEO outreach
 - Oversee and coordinate design of various client channels / platforms.
 - Report ROI / Follower base / Analytics to client on a monthly basis. Monitor our new Bullseye command center to understand and react to changing data
 - Communicating with clients on content /social strategy & content approval.
- Engage with followers when appropriate
- Monitor and respond to online reviews / ratings, etc.
- Stay current on trending social media sites / trends / etc.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns.

Qualifications and Experience

- Bachelor's Degree in English, Communications, or Marketing.
- At least 4 years of professional experience.
- Possesses knowledge and experience with planning, executing and monitoring social media campaigns on a variety of channels.
- Is currently active and demonstrating social media capabilities.
- Proficient in content marketing and content generation.
- Capable of performing both creative duties and analytical duties.
- Has excellent creative writing skills.
- Team player with a can-do attitude. Capable of taking the reigns on social, content, etc..
- Understands core principles of SEO & social influence on SEO.
- Functional knowledge of WordPress CMS platform.
- Excellent interpersonal skills and customer service skills when dealing with clients.
- Knows Google Docs, Word, Excel & is familiar with HootSuite.

This career takes place in Maitland, Florida and is not a remote working environment.