

# CONTENT MARKETER SPECIALIST

Part-time fractional contracted position, could increase over time for the right candidate

**Optional Opportunities For Additional Consulting Income**

**WICKED SMART | SELF-DIRECTED | PROBLEM SOLVER**

## Role Objective:

We are looking for a savvy content specialist to guide and develop the content creation process for our clients. As a content specialist, you will be required to research and define desired target audiences, manage the content creation and publishing process, and monitor consumer and content metrics. This content will range from, but not limited to, the creation of blogs, social media, light graphic design, e-newsletter, and website copy.

## Key Responsibilities:

- Collaborate with team
- Organized management of tasks and duties in alignment with due dates
- Knowledge of digital strategies (SEO, social media, content marketing, paid digital, campaign automation, etc.)
- Ability to interpret creative direction and technical information and turn them into valuable content
- Savvy inside of tools and software. i.e. CRM (HubSpot), Agorapulse (or another social media scheduling tool), Canva

## Role-Specific Requirements:

- Knowledge of online content strategy and creation
- Ability to discover/use the analytics to make adjustments in copy and graphics for the express purpose of generating leads to reach the goals and objectives of a business
- Understands where long and short-term content lives in the marketing to the ideal client profile, the coordination and collaboration of content creation in the brand voice and messaging to generate leads
- Familiar with the creation and use of landing pages, familiarity with the development and deployment of social ads and scheduling platforms
- Client-Facing Meetings - sometimes leading, sometimes supporting
- Detail-oriented writing, editing, and proofreading
- Unassailable writing and editing skills with a knack for adapting voice, style, and formats quickly
- Skilled at working with growing writers, editors, strategists, and designers
- 5+ years working in brand strategy and content creation roles, including some startup technology experience
- Autonomous, self-starter who asks great questions and seeks information and resources to excel in their position

## CORE VALUES

Atomic Revenue thrives on the collaboration of a virtual, self-managed, and highly flexible workforce. As such, new team members *MUST* align with our Core Values. Would your past clients, colleagues, and vendors agree that you exhibit these values in your professional work and behavior? If so, we want to meet and work with you.

## WICKED SMART

Multi-talented individual with valuable skills who is situationally aware, pushes back when necessary, and knows their highest value while remaining curious and eager to learn.

## SELF-DIRECTED

Energetic, ambitious, and committed team player who appreciates work flexibility to self-manage independent work as an accountable team member.

## PROBLEM-SOLVER

Responsive and organized team player who blends creative and analytical thinking to ask questions, listen carefully, and collaborate effectively.