

## **Content Marketing Specialist**

### **Reports To**

The Content Marketing Specialist position reports to the President

### **Company Overview**

Circ connects people with experiences through storytelling using our brand platforms that we design, operate and innovate on everyday. This plays out across our three key brands that target the economic sectors of travel (*Jackson Hole Traveler*), home design & construction (*Homestead*) and real estate (*Live Water Jackson Hole*).

### **Job Summary**

This full-time, in-house position combines content strategy, storytelling, and brand communications across multiple channels and brands in print, digital and social mediums. You must possess effective writing and copy editing skills with obsessive attention to detail and a dogged drive for quality.

### **What you'll be doing**

Content generation, distribution and curation on all brand platforms.

- Build and manage a rich content calendar/outline that attracts a qualified audience to our owned brand properties with an organized schedule of cadenced messaging needs
- Generate and curate content for our publications, websites, social media, newsletters, press releases, blogs, and more.
- Shape content into different forms for different channels and brands, from blogs and social promotion to infographics and e-mails
- Manage the content pipeline from ideas to placement
- Develop social media program initiatives to increase engagement.
- Build more efficient, repeatable approaches for content and delivery by channel
- Work with freelance writers as an extension of the marketing team
- Copy editing all contributed content from all sources
- Monitor content metrics in Google Analytics to continuously improve content quality, targeting and placement
- Ghost writing articles and blog stories for the president
- Advertising coordination. Working between sales and design to ensure all advertising campaigns are designed, written and flighted.
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and social promotion
- Stay abreast of the ever-evolving print and digital behaviors, technologies and trends.
- Is a passionate advocate of the brands online and offline.
- Be proficient in search engine optimization and use of Yoast SEO Plug-in.

### **What you need to bring to the Table**

- **A proven track record** of creating meaningful content that connects emotionally and converts into measurable business results.
- **Curiosity.** New subject matter doesn't intimidate you; it motivates you get to its essential meaning.
- **Story telling.** Crafting story arcs with a beginning, middle and end that connect with people.
- **Proofreading, copy editing and substantive editing** - shape and protect the voice of the brands.
- **Data-driven mindset.** Understanding the impact of keyword strategy and SEO and using Google Analytics to drive organic growth resulting in new customers.
- **Dynamic work ethic.** In the face of uncertainty and open questions, you have an overwhelming bias for action, creative solutions, and collaborative problem-solving.
- **Strategic thinking.** You always think about how your work impacts the overall strategy and building long-term value.
- **Active.** You must be able to hike, bike, ski and participate in the core Jackson Hole activities with passion and enthusiasm

**Keywords:** Content, Strategy, SEO, Writer, Editor, Social Media, Journalist, Storyteller, Advertising Coordination

### **Desired Past Experiences**

- BA/BS degree or equivalent working experience
- Past experience producing content for both print and digital applications, as well as channel-specific knowledge (blog, Facebook, Instagram, Pinterest, etc.)
- Past experience building audiences either online or offline
- Photography and videography skills are desired, but not required.

### **Compensation & Details**

- Salaried position, Office hours 8:30am-5:30pm. Remote working on limited bases.

**Submit Resume to:** Latham Jenkins / [latham@circ.biz](mailto:latham@circ.biz)

## What does a typical day look like?

Your days are extremely diverse and driven by seasonality and print production schedules.

- **Social Media Management and Contributions**
  - Based on the social media calendar you are flighting the days posts across our brands.
  - You are working on the following days posts to assure you have the assets needed (copy + imagery).
  
- **Articles & Blog Posts**
  - Working within the editorial outline for the brands you are writing articles that contribute to our ongoing need for storytelling.
  - You are reviewing existing article content for relevance, changing dates and prices
  - Posting approved articles and blogs into the site environment and then on our social media channels
  - Copy edit and coordinate production of partner contributed content
  
- **Advertising Coordination**
  - On-going. You work directly with the sales team to coordinate and create the content that is involved in the campaigns our partners invest in with us. From banner ads to brand stories, you ensure the contract is fulfilled.
  - Seasonally. During the print publishing seasons, you coordinate with design on the placement and fulfillment of the advertising contracts. That includes managing the spreadsheet of commitment, procuring the advertising assets and ensuring the final proofing.
  - That might be instructing the design team on banner ads creation and then placement in the site to writing the brand stories f
  
- **Analytics Review**
  - Tracking our user engagement in the content are we generating and managing
  - Reviewing our master keyphrase study to where there is opportunity
  
- **Website Content Management**
  - Seasonally adjusting the feature content
  - Rotating content each month

- Overseeing landing page content and banner ad or partner placement placement