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Job Description

POSITION: Content Marketing Specialist	STATUS: Full-Time
DEPARTMENT: Marketing	REPORTS TO: Director of Marketing
HOURS WORKED WEEKLY: 40	\$52,000-\$60,000/year
CREATED: April 2022	REVISED: April 2022

JOB SUMMARY

The Content Marketing Specialist will be responsible for all things content at Kraun Electric. They will work closely with the Director of Marketing to create a strategy around building content and will be expected to produce 2-3 pieces of content each week. A typical week could include interviewing subject matter experts, engaging customers on social media, writing an article, producing a video, and assisting the Director of Marketing with other tasks.

DUTIES

Content Creation and Implementation – 30 hours per week

- a. Strategize with the Director of Marketing about content needed.
- b. Develop and maintain a content calendar.
- c. Create compelling content in articles, case studies, infographics, emails, newsletters, web videos, website updates, presentations, or any other content items that push the marketing strategy forward.
- d. Manage social media – drive engagement across all social platforms. Maintain the social media calendar, generate ideas, and facilitate posts in collaboration with the Director of Marketing.
- e. Work closely with the Director of Marketing to create and implement engagement programs and measure results for both new and existing B2B and B2C customers.
- f. Update website, including SEO management, as needed.

Other Marketing Duties – 10 hours per week

- a. Create, edit, and send internal communications as needed.
- b. Edit content created by other employees as needed.
- c. Assist with executing the marketing strategy and programs to help drive sales.
- d. Assist with the design and procurement of marketing materials.



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- e. Manage inventory of company-branded gear.
- f. Other duties as assigned.

EDUCATION

- a. A college diploma or degree in English, Public Relations, Journalism, or Communications is preferred.

EXPERIENCE and SKILLS

- a. Must have knowledge, understanding and passion for driving engagement on social media platforms, including Facebook, Instagram, LinkedIn, and Twitter.
- b. Strong copywriting and content creation skills, as well as editing experience. Understanding of how to work with editorial style guides.
- c. Must possess a remarkable command of English, including verbal and written communication. Great storytelling skills.
- d. Experienced with customer relationship management and marketing automation software (Salesforce and Pardot).
- e. Excellent knowledge of Microsoft 365.
- f. Has a good understanding of marketing metrics, brand identity, and brand management.
- g. Exhibits both a flexible and approachable work style and is able to collaborate effectively.
- h. Must be a natural researcher and patient teacher, motivated by learning.
- i. Graphic design, video editing, and image editing skills are an asset.
- j. Knowledge of Adobe Creative Cloud and Canva is an asset.

WORKING ENVIRONMENT and PHYSICAL DEMANDS

- a. Prolonged sitting, standing, walking, reaching and using hands/fingers/lower and upper torso
- b. Open-concept workspace in a professional office
- c. Collaborative, positive work environment

SUPERVISORY REPORTS

None