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| Position: Marketing | Division: External Engagement & Public Affairs |
| Title Senior Communications Specialist - Content Marketing | Salary Range: \$64,119-Pending Qualifications |
| Job Description: Accountable for all content marketing initiatives to drive traffic, engagement, leads, that deliver stakeholder audiences and customer retention. Editorial requirements include basic SEO understanding, content categorization and structure, content development, distribution and measurements of all influences of marketing campaigns and brand strategies for organization’s goals, initiatives, program, services, and projects. This position will be responsible for drafting, editing and brainstorming everything from email and branding campaigns, blogs, case studies to website and social media content. You will interact with internal and external stakeholders to develop compelling content that promotes actions to influence targeted messaging. Position will perform and support assignments as assigned, in furtherance of the mission of the Northeast Ohio Areawide Coordinating Agency (NOACA) as a metropolitan planning organization (MPO). | |
| Duties and Responsibilities: The duties and requirements listed below are representative of the knowledge, skill, and/or ability required to successfully perform this job. To be considered for this position, an individual must be able to perform each duty in a satisfactory manner. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions. <p>Technical:</p> <ul style="list-style-type: none"> • Performs research, data analytics and dashboard developments for all website and social platforms • Provide case study analysis of messaging, influences, and mapping strategies for stakeholder engagement and communications • Export web back end analytics from web, social and other digital platforms <p>Specific:</p> <ul style="list-style-type: none"> • Accountable for all content marketing initiatives to drive traffic, engagement, leads, that deliver audience responses and customer retention. • Collaborates across functions and silos to deliver an effective content marketing strategy and editorial plan to meet organization’s objectives while being cost effective • This role requires a brand publisher mindset: the create the content our audience is looking for and then to optimize the path to conversion • Develop content to deliver an experience from ideation – strategies to delivery • Editorial requirements include basic SEO understanding, content categorization and structure, content development, distribution and measurement. Development of editorial governance so content is consistent with our brand voice, style and tone. • Editorial calendar and organization workflows must be developed and managed. • Channel management of digital content hubs and all supporting social channels including email / newsletter distribution. This person must understand the basic best practices of the main social media channels, which content and approaches work on each and why • Measurement and optimization of the program will be required on a regular and ongoing basis • Management of all creative resources including recommendations to graphic designers, writers, and other agency personnel • Integration of content programs with brand campaigns to drive brand to demand. • Executive presentations on the program approaches and results will be required. • Experience creating content for the web and growing a social audience • Attend NOACA events to post live streaming feeds and original content marketing • Excellent writer who enjoys producing content at fast clip | |

- Editorial mindset that seeks to understand what audiences consume and how to create it
- Ability to analyze and present content and social performances through data
- Experience with website and various digital platforms, Google analytics, Slideshare, and the top social media channels
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of engagement, leads and followers.

General:

- Manages assigned programs.
- Manages the collection/analysis/input of data, database design, and maintenance.
- Prepares and reviews reports/documents/records.
- Prepares and reviews project goals and objectives.
- Presents project-related information to committees and/or outside, organizations as required by the position.
- Attends work-related meetings inside and outside of the agency offices, as directed.
- Engages in minimal travel within the state and the continental U.S., as directed.
- Works under supervision alone or in groups on assigned tasks.
- Works on special projects as required.
- Performs other duties deemed appropriate.

***Credentials and Experience:**

- Bachelors Degree in Marketing, Digital Content, Communications, Business, plus 5-8 years of relevant experience. Master's Degree may be substituted for 2 years of experience

Must be legally able to work in the United States

*Minimum Requirements

Knowledge, Skills and Abilities:

- Excellent abilities in use and application of Microsoft Office software and other marketing design preferably Adobe Design Suite software
- Excellent written and verbal communication skills
- Strong planning and organization skills
- Strong management and leadership abilities
- Proficient in social media, web and digital platforms

Special Requirements: