



Content Specialist

Our Mission

Collideoscope is an experience design agency that exists to equip and inspire leaders in building captivating workplace cultures.

About the Role

The Content Specialist is a key player on the Collideoscope Marketing team (reporting to the Marketing Director), as they work to actively fulfill Collideoscope's mission through strategic social media management and email newsletters. This person is driven to build raving fan tribes and to engage those tribes with value-adding content.

Collideoscope's Content Specialist should be well-versed in social media channels (*including Facebook, Instagram, and LinkedIn*) and should have a basic understanding of email marketing platforms in order to produce, share and optimize content so that it is engaging across all platforms. Their goal is to learn how content marketing makes an impact from beginning to end: from superior customer engagement, to increasing website traffic and ticket sales by strategically utilizing content marketing best practices. In addition to being adept at best practices in the social media and content marketing landscape, Collideoscope's CS is a creative thinker who takes the initiative to innovate and try new strategies in order to achieve results.

Key Responsibilities

- Generate, edit, publish and share daily social media content (original text, images, or video) that builds meaningful connections and encourages community members to take action
- Build and execute creative social media strategies through competitive research and audience identification
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information
- Monitor user engagement and suggest content optimization

- Moderate content across social platforms and handle community engagement through intelligent, thoughtful comments that are on-brand and in accordance with each platform's engagement policies.
- Direct traffic with an understanding of where a follower's question or comment is coming from, address it appropriately, and provide a course of action or solution.
- Communicate with followers in a way that reflects familiarity with our clients' brands, products, services, and voices.
- Engage organically with content across all clients' social media platforms twice a week.
- Identify and notify the Marketing Director when share-worthy content is posted.
- Moderate current and future LinkedIn communities and other communities that exist in the Collideoscope client landscape.
- Assist with building email campaigns in Mailchimp as needed and time allows.
- Special projects and other duties as assigned.

Key Skills

- Excellent writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking, social analytics, and publishing tools knowledge
- Good understanding of social media KPIs
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer-oriented, with good multitasking and time-management skills
- Adaptability
- Ability to Troubleshoot

Key Result Areas

- Increased brand awareness
- Growing following and engagement across all clients and platforms due to expert moderation and social listening
- Timely response times to DMs and messages that result in action (such as more client opportunities, ticket sales, product purchases, etc.)

Terms

- Month-to-month contract with a 30-day, mutual termination notice
- Retainer for 30 hours/month (approximately 8 hours/week) paid at a rate of \$550/month with up to 10 unused hours rolling over to the following month
- Any overage hours to be billed at a rate of \$20/hour

Applicants may email their resume to gabriel@collideoscope.com