



4.21.2021

JOB DESCRIPTION.

CONTENT MARKETING STRATEGIST

Role: Project Based, Flat Fee

Hours: Reg Business Hours (Eastern)

Compensation: \$2,000 USD

Location: Saratoga Springs, NY (remote or in-office)

Actively Recruiting: Apply at info@LIFTmktg.com

Project Term: May 17 – June 11, 2021

LIFT is a boutique full-service 360 advertising agency specializing in creating revenue programs and marketing strategies for a roster of national clients. At LIFT, we help launch multiple new businesses from concept to execution. <http://LIFTmktg.com/work/>

Project Brief:

LIFT is seeking an experienced Content Marketing Strategist for a short-term project. You will work with our agency team as they lead the development of a 7-month (May – December) marketing strategy for a health/wellness ecomm client. The role of the Content Marketing Specialist will be to develop a portion of the overall marketing strategy--specifically delivering the content marketing (blogging) strategy and plan. The ability to strategize ways to drive awareness for the brand -- and traffic to the client site -- using earned and owned media is key.

Deliverable: 10-15 page presentation with strategies, tactics, messaging, content pillars, topics, blog calendar, budget and costs. The strategy and plan must be actionable and easy to implement over the course of seven months, touching on all aspects of on-site and off-site SEO techniques, social media strategy, and content development that will help elevate the client's brand in its industry.

Requirements:

- Proven ability to think strategically over the long-term, successfully tell a story, roll out an on-site and off-site SEO plan, manage content and scheduling for social media accounts.
- Ability to develop and deliver a strong blogging and content strategy (for client's internal and external channels) that is actionable is key.
- Participate in agency plan presentation to client on zoom (if requested by agency).
- Participate in 1-2 internal agency strategy and status meetings via zoom.

Ideal Skills:

- 3-6+ years of experience as a content marketer, content strategist, or B2C writer.
- Health & wellness experience is required. Ecommerce experience is a plus.
- Experience and/or passion for creating compelling stories from data-driven insights.
- Understand SEO best practices and how content fuels inbound marketing. Blog Writing. Keyword Research. On-Page SEO.
- Strong strategic thinking skills and plan development.
- Content creation & strategies for web and social.
- PowerPoint, Excel, Graphic design social tools (such as Canva, Crello or other) a plus.

This is a one-month, remote consulting assignment that has the potential to extend longer.