

 SOME JOB DESCRIPTION

# Digital Content Strategist

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 OVERVIEW

We are an innovative fast-paced company, on a path to growing our world-class digital marketing team. You are a creative and digital content strategist who can facilitate digital marketing content in collaboration with our engagement teams, developing and managing multiple integrated campaigns and projects.

This role requires strong strategic thought and campaign planning ability with each piece of content and how it is being distributed on across digital channels.

In addition, this role demands ability to project manage, multitask, and create a bridge across different areas of the project. You must bring a creative approach to storytelling, strong writing and organizational skills, and the ability work in a collaborative environment.

You're an ambitious person who thrives on developing content strategy and elements that reflect digital audience development and growth strategies .

You're responsibility as a digital content strategist will be to create the overall campaign vision for each client and execute on that vision in collaboration with other team members.

## ■ RESPONSIBILITIES

- Primary duty is to develop digital content strategy and campaigns across clients, incorporating both the digital marketing platforms as well as creative elements that will work best together to help achieve desired business outcomes for SoMe clients
- Determine the digital content strategy for all projects, collaborating with the other engagement team members to assure vision is aligned
- Facilitate the process for which the creative and digital elements and teams will execute on strategies
- Determine the best optimized posts to create in addition to which post topics will further our client's digital strategy.
- Understand SEO fundamentals and utilize best practices when strategizing and creating content.
- Incorporates client feedback into deliverables and helps to facilitate that feedback across teams.
- Ensure content adheres to strategy set forth and is in line with client's business goals.
- Provides feedback to other contributors as needed.
- Understand how each marketing channel functions differently -- and how to craft strong content per each
- Manages additional external resources such as copywriters and designers to help execute on deliverables.
- Collaborates with designers, brand owners, sales professionals, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audiences
- Maintains a strong attention to detail across all pieces of the engagement to assure cohesive alignment to the strategy

- Gather, analyze and report on metrics of content produced and iterate and communicate content strategy; help evaluate the effectiveness of current digital presence, interpret site-use statistics, research improvements and alternatives, and implement change.
- Provide guidance and key considerations to ensure ideas are achievable within the limits of the timeline and budget available

## ■ REQUIREMENTS

- Excellent digital content strategist with proven knowledge of various digital platforms and how to create content for those platforms
- Passion for digital marketing, creative storytelling, and business strategy
- Proven understanding of SEO and how to incorporate it into the content strategy
- Creative, curious, innovative and proactive across all areas of work
- Able to execute day-to-day needs while maintaining an understanding of overall strategy.
- Must exhibit ownership of assigned workload while taking full responsibility for related workflow and deliverables.
- Organized project manager able to juggle multiple priorities in a fast-paced start-up environment
- Expert problem solver with can-do attitude
- Thrive in fast-paced environment

## ■ ADDITIONAL INFORMATION

SoMe Connect is a leader in the field of digital marketing with clients spanning from Fortune 100 brands to storied local companies. The SoMe team focuses on cultivating one-to-one conversations with each client's audience in order to drive website traffic and brand awareness. Executing against each client's customized strategic plan, SoMe builds communities of active, engaged fans who serve as passionate brand advocates.

