



Position Description - Content Specialist

Summary

Under the supervision of the Director of Account Strategy, the Content Specialist is responsible for the curation of print and digital content for The Winders Group and its portfolio of B2B technology clients. The role includes conceiving, writing, maintaining and monitoring content for both digital and print including websites, landing pages, social media, blog posts, videos, sales collateral, email communication and long-form point-of-view and research-based content pieces.

Responsibilities

- Coordinate with Director of Strategy on content and marketing programs for clients following best practices for content engagement.
- Develop editorial calendars for the month and quarter ahead for all owned client channels.
- Possess a strong ability to write in multiple formats including but not limited to blog posts, social media content, website copy, infographics, case studies, editorial content (bylines), sales collateral (decks, one-sheets), ad copy, and white papers/eBooks.
- Coordination with design teams to bring a piece of content from concept to completion.
- Monitor social media channels to develop compelling posts that help promote and position our clients as thought leaders in their various industries.
- Track content engagement analytics and benchmarks to help determine effectiveness and strategy for future content development.
- Keep up to date with best practices in writing for the web and social media.

Requirements

- Proven experience assisting in projects from initial concept through development stages to design, implementation and completion.
- Strong project management experience; use of project management tools a plus.
- Excellent written and verbal communication skills.
- Ability to work with tight deadlines and to meet project milestones.
- Ability to handle a varied workload and to manage more than one area of work at a time.
- Ability to work well as a liaison with people at all organizational levels both within the agency and externally with clients.
- Minimum qualifications include a bachelor's degree in Journalism, Communications, Marketing, plus related experience or equivalent combination of experience, education and training.
- Demonstrated proficiency with Google, Adobe and Office product suites. HubSpot experience would be ideal but not required.
- Previous agency experience preferred.

**About The Winders Group**

The Winders Group delivers on-demand marketing services to increase awareness, leads and sales for B2B technology brands. We leverage the resources of our global agency collective to assemble teams of marketing experts who deliver competitive strategy, engaging content and performance-driven campaigns to help our clients grow. TWG is an equal opportunity employer. We are a California-based LLC, with offices in Kansas City, Virginia and Bangalore, India. For more information visit <http://thewindersgroup.com>.

Interested applicants please reach out to cassie@thewindersgroup.com.