

DIGITAL CONTENT WRITER/EDITOR

Infuse Creative is currently seeking an experienced Digital Content Writing/Editor Rock Star to lead the content creation and implementation of Press Releases, Articles, Social Channels and Web Content for Infuse Creative's diverse clients.

A solid background in writing for the web, including a working knowledge of digital marketing and other associated skills is a must.

Responsibilities:

- Monitor, assemble & create content for websites including online resource & other social media channels as needed
- Serve as an editor-in-chief for various websites & social media channels and communications content
- Develop and edit content for articles and other public relations (Press Releases) and marketing communications materials
- Coordinate with management and clients to direct social media conversations and need for response
- Develop a comprehensive editorial calendar. Drive content through an editorial calendar of activities and events in order to maintain relevant, engaging content through all digital channels
- Manage editorial calendar consisting of content provided by other departments and strategic partners. Edit content to meet brand standards and guidelines
- Establish consistency of message across multiple networks and work to ensure proper messaging is being published online
- Capture and report relevant performance metrics for all digital channels
- Work with in-house staff and client to continually evolve and upgrade editorial presence to be at the forefront of web technology
- Manage and revise/edit site resource pages through research and reference
- Identify existing and emerging tools needed to execute

Qualifications

- 3+ years of Digital Marketing experience including knowledge working with resource and reference content sites
- Experience and passion for social media and social networking and the web
- Strong business and thought provoking writer
- Experience with the following areas: PR, promotions, intermediate web knowledge
- Strong communication skills (verbal, written, and interpersonal)
- Independent self-starter; ability to multi-task in a fast-paced environment
- Must be a strategic thinker and constantly strive for results
- Able to build and maintain ongoing relationships with internal and external influencers
- Internet and technology advocate who understands key technologies currently used in digital marketing
- Ability to stay on top of leading and bleeding edge trends, tools and technology
- Self-driven to achieve goals; high energy level is essential; strong, dedicated work ethic a must
- Ability to multi-task and work in a fast-paced environment, managing many projects simultaneously.
- Must be hands-on as well as strategic

If you think you may fit the mold, please make sure you understand the requirements and skills and send us your current resume along with a personalized cover letter highlighting your accomplishments in these areas and explain why you are a good fit. Send your resume and cover to brandon@infusecreative.com.

Infuse Creative

15 Years of Search, Social, Video, TV, Mobile, and Reputation Marketing & Technology

Due to the overwhelming responses to our positions, we will only open and read resumes with cover letters following the instructions above.

If you really want to knock our socks off, provide us with a case study (or two) of your recent work demonstrating your experience to get us to notice you! To protect NDA's, white labels are okay.

To get a better understanding of who we are and what we do, please visit www.infusecreative.com to learn a little about our culture and the types of people we want working for us!

Position is open until filled.