

## Social Media & Content Marketing Specialist

Contribute to a Growing Modern Agency - Our dynamic branding and advertising agency is seeking a **Community & Content Marketing Specialist** to join our team on a full-time or contract basis.

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### ABOUT BLADE

Blade Creative Branding, founded in 1991, is an innovative agency focused on developing and deploying intelligent, results-oriented branding and advertising solutions for its clients. From strategic insights to breakthrough creative and proactive client service, Blade builds brand communities with ideas that cut through.

### POSITION SUMMARY

You have strong writing skills that you can adapt for each social media platform. You have a flexibility to understand and write in multiple tones applicable to various industries and brand communities. You are looking to lead a social media strategy and work in a collaborative environment where your thinking is encouraged. You are creative and interested in learning branding stories in the numerous industries in which we are involved. You are passionate on the future of social media, and the role it plays for brands.

### YOUR RESPONSIBILITIES

- You will develop, execute and advance social media strategies.
- You will create social media content independently across multiple industries with input from our team.
- You will conduct competitive research and develop editorial calendars.
- You will develop and deploy email Marketing campaigns.
- You will cultivate relationships with key social influencers and engage in scheduled activities
- You will be a social media advocate in our office, online, and for our clients.

### YOUR QUALIFICATIONS

- Experience in social media, blogging, email marketing & influencer marketing.
- Strong understanding of Facebook, Twitter, YouTube, LinkedIn, Pinterest, Instagram & SnapChat.
- Must be proficient in creating content and reporting for multiple social media platforms.
- Experience with Google Analytics a plus.
- Knowledge of Branding, strategy, marketing or business is also a plus.
- People skills and independent time management are critical.
- Able to set priorities, problem-solve and think on your feet.
- Ability to interact with the internet in a quick, creative and fun way is essential.
- Willingness to learn new software and applications to develop and publish content including CoSchedule, Adobe Spark, Adobe Photoshop, etc.

Please send your resume, a link to examples of your social media presence, and salary or hourly rate expectations to: [careers@bladebranding.com](mailto:careers@bladebranding.com)