

Job Description

Position Title: Digital Content Creator

Class: Regular **FLSA:** Exempt

FTE: Full Time

Length of Assignment: Permanent

Reports to: Director

Salary: Depends on Experience

Benefits: Health, Vision, Dental, 401k, FSA, EAP, PTO and Paid Holidays

Location: Oceanside, CA or Melbourne, FL

Summary

This position is intended to support the creative activities of the company by producing relevant and engaging content for websites, blogs, social media, and other communications related to the company and public behavior change campaigns in the domains of environment, health, and public safety.

Minimum Qualifications

- Minimum 1-year of professional experience in a content creation role.
- Bachelor's degree in Communications, English, Journalism, Marketing, or related field.
- A portfolio of previous work to showcase experience creating strong and engaging content.
- Demonstrated expertise in writing, proofreading, and editing.
- Understanding of SEO best practices.
- Proficient in Microsoft Office applications including Outlook, Word, and PowerPoint.
- Ability to manage multiple projects concurrently.
- Ability to work both independently and within a team.
- Willingness to learn new skills and software as team needs evolve.
- Experience with or interest in learning social marketing best practices, especially community-based social marketing.

Desirable Qualifications (not required)

- Experience managing client social media accounts.
- Familiarity with digital advertising platforms (Facebook, Instagram, Google).

- Experience creating and sending email campaigns.
- Experience creating, documenting and managing digital content strategies to meet campaign objectives.

Position Responsibilities

- Write, review, edit, and update content for internal and external websites, blogs, press releases, newsletters, marketing materials, and related communications.
- Proofread content for errors and inconsistencies.
- Create compelling headlines and stories that will capture the attention of the target audience.
- Conduct in-depth research to learn about the subject matter and audience trends; develop research-based audience personas, as needed.
- Work with in-house expertise to incorporate social science principles, as appropriate.
- Use social media to engage audiences, respond to questions, and promote initiatives or campaigns.
- Monitor and report social media and website metrics.
- Use best practices in SEO to increase traffic to websites and social media platforms.
- Recommend new approaches, based on data, for reaching and engaging audience members.
- Collaborate with team of designers, strategists and data analysts to create successful education and behavior change campaigns.
- Produce drafts for review by clients or audience testing and make revisions based on the feedback received.
- Review final productions for errors and ensure that final prints reflect specifications.

Work Environment

- Normal office work conditions with use of VDT at a computer workstation;
- Activities may include long periods of sitting; and,
- Occasional domestic travel.

Physical Demands

- Mobility: mobility to attend meetings; sitting for long periods;
- Seeing: typically writes, reads, or uses a computer 90-100% of the work period;
- Hearing: typically listens to co-workers or speaks on the phone 50% of the work period;
- Grasping/feeling: typically uses phone equipment (including cell phone key pad) or computer keyboard 75% of the work period; and,
- Lifting: typically lifts supplies and materials and equipment less than 10 pounds.

Latitude and Judgment

- A wide degree of latitude and judgment is expected of this position; and
- Strict confidentiality of all company and client information.

Supervision of Others

- This position does not supervise others.

General

- Critical features of this job are described under the headings above and may be subject to change at any time due to reasonable accommodation or other reasons.
- This position may require driving oneself and other employees.

Employee Name: _____

Employee Signature: _____ **Date:** _____

Supervisor Name: _____

Supervisor Signature: _____ **Date:** _____



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