



Greater Lafayette Commerce
Job Title: Content Marketing Specialist
Department: Marketing & Communications
Reports to: Director of Marketing & Communications
FLSA Status: Exempt
Job Type: Full-time

Position Summary

The Content Marketing Specialist will be responsible for building and managing an editorial calendar that delivers content aligned with the organization's objectives and initiatives. These efforts should be coordinated with a commitment to helping Greater Lafayette Commerce grow its membership, create awareness of programs and initiatives, attract sponsors and investors, and drive attendance at events. This position will work both independently and collaboratively with other team members to develop and manage innovative print, digital and online initiatives from concept to delivery.

Organization Background

Greater Lafayette Commerce serves as a nexus in the Greater Lafayette economy. A nonprofit economic development and chamber of commerce organization serving Tippecanoe County, Indiana, Greater Lafayette Commerce is membership-based and supported by local industries, businesses, governments, and individuals. Its mission, carried out by various councils, is to advance economic and community prosperity and a superior quality of life.

Work Culture

As the leading local organization for community initiatives, growth, and economic development, Greater Lafayette Commerce is a hub of high-profile activities in multiple areas. The staff works under the direction of a president and chief executive officer and with numerous community volunteers. Team members work collaboratively for the good of all, often assisting in areas beyond traditional job responsibilities, with many opportunities for personal and professional growth. The work environment is dynamic, forward-thinking, fast-paced and goal-oriented.

Personal Attributes

To appropriately meet the needs of the position, the Content Marketing Specialist is expected to:

- Communicate in a factual, direct, to-the-point style.
- Be socially approachable and outgoing, yet able to work alone for extended times.
- Respond positively and flexibly to unpredictable situations, change, pressure, shifting priorities and deadlines.
- Handle pressure, interruptions, and change.
- Work harmoniously and cooperatively with co-workers, members, volunteers, and others in the community.
- Accomplish tasks independently, take charge when needed, act persuasively and persevere while maintaining self-discipline, focus and mental stamina.

- Maintain a good nature and pleasant demeanor, especially under pressure.
- Professional appearance, demeanor and attitude.

Required Functions

- Experience in content production/copywriting/related field.
- Working knowledge of and ability to apply standard principles and practices of marketing, advertising, sales, promotion, and public relations.
- Analyze tasks, determine the best approach and execute projects to completion, handling a variety of projects simultaneously.
- Advanced organization, detail, and project management skills.
- Must be able to manage to deadlines.
- Must exhibit professional-level communication skills – both in written and verbal form.
- Advanced in using video and photography equipment, computers and other current technologies, software and social media tools.
- Committed to maintaining the highest sensitivity to professional ethics and cultural diversities, treating all people equally and respectfully.

Responsibilities

Content marketing is the core of inbound marketing. The content marketing specialist will coordinate/collaborate with the Greater Lafayette Commerce team and at times independently create a variety of media including but not limited to:

- Blog posts, videos, podcasts, and press releases

The Content Marketing Specialist will:

- Research, plan, write, and produce content for blog posts, press releases, websites, email, and social media.
- Coordinate and collaborate with other team members to assist them in writing and producing content.
- Assist in developing integrated campaigns to drive awareness and attendance at all events and about all programs and initiatives.
- Ensure brand consistency throughout marketing efforts.
- Assist in developing marketing and communication plans and strategies.

Education/Experience

To perform this job successfully, an individual must have the following education and/or experience:

- Bachelor's degree in Marketing, Communications, Journalism, Public Relations or related field
- 3+ years of experience in Marketing, Digital Marketing, or related experience
- In lieu of a degree, 5+ years of experience in Marketing, Digital Marketing, or related experience