

Marketing Content Specialist Job Description

Argument-Driven Inquiry is a rapidly growing company focused on promoting rigorous and equitable instruction for all students. Our mission is to help teachers learn how to teach subjects such as science, math, and engineering in new ways. We offer face-to-face and virtual professional learning experiences for educators all across the nation and our investigations can be found in our new ADI Learning Hub, a browser-based application that allows students to complete ADI investigations in a single platform regardless of whether they are learning from home, in class, or with a hybrid model.

We are looking for a savvy content specialist to guide and develop the content creation process for our brand. As a content specialist, you will be required to research and define desired target audiences, manage the content creation and publishing process, and monitor consumer and content metrics. To ensure success as a content specialist, you should show a keen eye for detail and be highly creative.

Time Commitment

Full-time

Location

Austin, Texas (not negotiable)

Benefits

- Health Insurance Reimbursement Plan (Medical, Dental, Vision)
- Paid Time Off and Holidays

Content Specialist Responsibilities:

- Researching content and consumer trends to ensure that content is relevant and appealing.
- Developing content strategies to effectively reach the desired target audience and marketing goals.
- Creating content for a variety of platforms including blogs, websites, email campaigns, and social media.
- Proofreading and editing content before publishing.
- Ensuring that SEO and SMO strategies are effectively implemented.
- Managing content calendars and ensuring that the content remains consistent across all platforms.

- Coordinating with the marketing, design, and writing teams to ensure the timely delivery of assignments.
- Tracking consumer and content analytics and generating reports and presentations.
- Keeping up to date with content trends, consumer preferences, and advancements in technology.

Content Specialist Requirements:

- Bachelor's degree in literature, journalism, marketing, communications, or similar.
- A minimum of three years of experience in content creation, marketing, communications, or similar.
- A portfolio of published work.
- Excellent computer skills with Adobe and MS Office Suite.
- Good knowledge of various content platforms such as social media, blogs, and print media.
- Excellent written and verbal communication skills.
- The ability to keep abreast of content and consumer trends and advancements in technology.

To apply

Send the following to: jobs@argumentdriveninquiry.com

- Cover letter that outlines how you meet the required and preferred qualifications of the position.
- Resume or CV