

Content Strategy Specialist

Job Description

The Content Strategy Specialist leads the development, documentation and communication of content strategies for Cornett clients across digital and social marketing channels to ensure that we are delivering the right content to the right audience at the right time. They will support other members of the Content Studio team to ensure content strategy and execution for our clients is aligned across all platforms. This role is responsible for keeping our client's digital and social content on strategy and on message while supporting the campaign execution and monitoring performance. The Content Strategy Specialist reports to the VP, Director of Brand Connections.

Job Responsibilities

- Create the strategy for high-quality digital and social content designed to engage, educate, entertain and most importantly - drive business results for our clients.
- Determine the appropriate mix of episodic, always on, occasional and seed ideas for content distribution across paid, owned and shared media.
- Develop our client's social content & distribution strategy based on social listening and analytics insights that help them to differentiate their brands across channels.
- Collaborate with the Integrated Media team on content amplification plans, as needed.
- Work with the Brand Strategy department to ensure brand voice consistency and to help our clients stay culturally relevant while staying authentic to their brand.
- Evaluate organic and paid content to improve performance and solidify brand relevance.
- Consult with content creators to align on asset requests and needs for brand activations.
- Maintain a calendar of content distribution and project deadlines to meet launch dates.
- Identify new content opportunities to refresh existing content based on performance.
- Coordinate with internal and external content creators on execution of content strategy.
- Develop content strategies that can easily pivot based on business or cultural trends.

Job Requirements

- Bachelor's in Marketing and/or equivalent work experience
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, etc.), plus Keynote
- Experience with Google programs (Gmail, Docs, Sheets, Slides, etc.)
- Key knowledge of Meta, Twitter, Pinterest, TikTok, and other emerging social platforms
- Solid understanding of social media best practices are a requirement for this position
- Basic knowledge of digital media (Search, Display, Video, Audio, Email etc.)
- An analytical mind with innovative strategic thinking and desire to grow in their discipline
- Ability to collaborate with cross-functional teams and make insightful recommendations
- 2+ years of working with analysis of digital and social media channels in a business environment; prior experience working in an ad agency is a plus
- Experience in presenting strategic ideas to both internal and external groups
- Strong verbal & written communication skills
- High attention to detail and ability to work within a fast-paced environment
- Good organizational skills with an ability to multitask and deliver quality work on deadline

- Proactive, self-starter with an entrepreneurial spirit with a passion for advertising
- Team player that knows how to work well with others and follow-through

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