



## **CONTENT MANAGER**

Our ideal candidate is bilingual and has a strong writing background. As an experienced Content Writer with demonstrable creative writing skills, this person should be able to develop valuable content that ultimately helps reach our client's objectives. The ideal candidate should be highly motivated, a quick learner and will be expected to pursue assigned tasks with diligence and passion. Polished written skills are an absolute must. This role requires a high level of creativity, attention to detail, and project management skills. Must be digitally fluent and have journalistic-level research skills to create content to target segmented audiences and optimize the path to conversions.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Develop and edit content for marketing platforms, including unique blogs, newsletters, social media, digital ads, websites and others as directed, including press releases, case studies, and white papers
- Develop an updated brand voice, tone, perspective, copy across channels and contexts for both the agency and clients
- Maintain an editorial calendar and keep all campaign objectives aligned with client expectations, goals, and schedules
- Proofreading and editing various content forms as needed
- Thoroughly research topics to enhance and substantiate content
- Collaborates with team to deliver an effective content marketing strategy and editorial plan to meet campaign objectives
- Work closely with campaign account managers to receive feedback and modify content as necessary
- Development of case studies, articles, information sheets, website content, email campaigns, social media posts, white papers, infographics, and presentations - basically, anything in written form that will connect and engage with the target audience for our clients and The Colibri Collective
- Work with marketing leadership to identify message priorities and support integrated content campaigns that are differentiated and drive engagement
- Author and maintain content for The Colibri Collective's web site, blog, marketing assets, contributed articles, social media, and advertising assets
- Develop relationships with industry publications and author contributed content
- Establish content creation and curation strategies to connect with influencers and grow followers for the agency and clients

**QUALIFICATIONS:**

- Bachelor's Degree in Marketing, Business Administration, English or Communications strongly preferred
- At least two years of experience writing professionally
- Proficient in Spanish
- Proven knowledge and proficiency in all things related to effective content creation for: web content, newsletter/email, social media, press releases, white papers, case studies, etc.
- Passion for writing strategic copy and creative content for multiple audiences in a fast-paced and evolving industry.
- Experience in messaging for political campaigns
- Demonstrated ability to manage multiple projects simultaneously in a complex environment and focus on the delivery of results, set priorities, utilize resources and meet deadlines
- Strong prioritization and organizational skills and the ability to carry detailed projects through to completion
- Impeccable grammar and punctuation
- Proficiency in MS Office, WordPress or other Content Management Software
- Editorial mindset that seeks to understand what audiences consume and how to translate that into original content for specific marketing channels
- Ability to think strategically and suggest creative solutions with proactive approach to problem identification and solving.
- Knowledge of best-practices and industry trends as it relates to content creation
- Proven problem solver that takes initiative
- Result oriented with a strong work ethic
- Proficient in Spanish both verbal and written