



Position: Content Strategist **Type:** Part-Time/Limited Term
Department: Marketing **Location:** Remote
Opens: 04/22/2024 **Closes:** 04/29/2024 @ 1800
Salary: TBD

Computer Guts is looking for a dynamic and strategic Online Content Strategist to join our team. In this role, you will be responsible for developing and implementing a comprehensive content strategy to enhance our online presence and engage our target audience. While social media will be a part of your responsibilities, the main focus will be on creating high-quality, compelling content for our website, blog, email campaigns, and other digital platforms. You will work closely with the marketing team to ensure that content aligns with the overall marketing strategy and goals. Additionally, you will analyze performance metrics to measure the impact of your content and make data-driven decisions to optimize results.

Responsibilities:

- Develop and execute a content strategy that enhances our online presence and drives engagement.
- Create, edit, and publish high-quality written and visual content for our website, blog, email campaigns, and other digital channels.
- Collaborate with internal teams to ensure content is aligned with brand voice, messaging, and marketing objectives.
- Conduct keyword research and SEO optimization to improve content visibility and reach.
- Monitor content performance metrics and provide insights and recommendations for improvement.
- Stay informed about industry trends, best practices, and emerging technologies in online content creation.
- Manage content calendars, editorial schedules, and content production timelines.
- Engage with the online community, respond to comments and messages, and foster relationships with our audience.

Requirements:

- Bachelor's degree in Marketing, Communication, Journalism, or related field.
- 3+ years of experience in online content strategy or digital marketing.
- Proven track record of creating and optimizing engaging content for digital platforms.
- Strong writing and editing skills with the ability to adapt content for different audiences and channels.
- Knowledge of SEO best practices and content optimization techniques.
- Familiarity with content management systems and digital publishing tools.
- Analytical mindset with the ability to interpret data and draw actionable insights.
- Excellent project management and organizational skills.
- Creative thinker with a passion for storytelling and brand building online.
- Strong communication and collaboration skills.
- Possess a basic understanding of information technology.
- Pass an extensive background check, with reference checks.

If you are a creative and strategic thinker with a passion for online content strategy, we would love to hear from you. Join our team and help us elevate our brand's online presence through compelling and impactful content across various digital platforms.

Interested parties should send their resume and cover letter to: hr@computerguts.net

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