



Title: Content Marketing Assistant

Department: Digital

Reports to: Digital Manager

### **Overview**

Strong Automotive Merchandising, a top-tier marketing and advertising agency, is looking for a blogging expert to join our team as Content Marketing Assistant.

This role mixes the technical skills of WordPress and SEO with the creative know-how of topic generation and writing. The ideal candidate will be a master proofreader and have an extensive knowledge of grammar, style and writing mechanics. You will be managing community-based blog content, plus some automotive content for all social media clients, so it is essential to be detail- and deadline-oriented as well.

If you describe yourself as a creative, an editor and an idea-generator, send us your application today!

### **Job Summary**

The Content Marketing Assistant is responsible for the planning and execution of digital content on dealership blogs for use on Social Media.

### **Job Responsibilities**

- Work directly with the Digital Copywriters and the Social Media team to ensure quality content on all dealership blogs
- Coordinate with the Social Media team on developing and executing Community/Automotive Blog content
- Research and develop blog topics to be written
- Organize blog orders for contract writers and internal writers
- Optimize and post blogs in WordPress
- Assist with client startups as it pertains to blog and content ordering
- Responsible for all marketing elements on blog including images, videos, etc.
- Writing, proofreading, and editing digital content
- All other duties as assigned by Manager

## **Qualifications**

- Strong attention to details
- Great research, organizational and learning skills
- Excellent writing & editing skills, proficient in spelling, grammar and punctuation
- Must be creative and able to develop relative & creative topics
- Knowledgeable in Excel, Google Sheets and WordPress
- College degree in Marketing or related field