



CONTENT MARKETING SPECIALIST

Want to work for Canada's most trusted brand?

CAA Saskatchewan wants you!

Our digital marketing team needs a results-driven marketing specialist to design and curate valuable, engaging, and relevant content that persuades prospective customers to take action.

The successful candidate will have an ability to blend data analytics with powerful storytelling, demonstrating passion daily. This job is not only to determine how to do that, but also how to evaluate and improve performance standards in every aspect of this position.

Key job responsibilities include:

Content

- Develop and execute an inbound marketing strategy.
- Produce creative and engaging content to drive brand awareness, generate leads, and connect with CAA's target audience.
- Content creation includes curated content, original blog posts, email content and social media posts, website content and promotional landing page content.
- Excellent writing skills with the ability to adapt content based on audience preferences.
- Ability to tell a cohesive compelling story.
- Integrating SEO practices into content curation, including keywords.
- Repurpose content across multiple platforms.
- Collaborate with a team to brainstorm and incorporate feedback for improvements.
- Coordinate and distribute video assets across multiple platforms.
- Support Digital Marketing Specialist in maintaining CAA's website and landing page content.

Social Media

- Maintain CAA's social media presence across all platforms based on brand persona.
- Engage with CAA's audience, answer questions and respond to comments.
- Increase followers, engagement, and overall brand awareness through social channels.
- Create and execute organic and paid social media marketing efforts.

PARAGON
AWARD
FOR
BUSINESS
OF THE YEAR
2020

Requirements to apply for this position include:

Competencies

- Creative writing and storytelling skills are required.
- Good organization and time management skills.
- Ability to work autonomously and as part of a team.
- Excellent customer service skills.
- An understanding of how to write for different channels.
- Learns quickly and able to change in a fast-paced environment.
- Ability to handle pressure to meet tight deadlines.
- Detail-oriented with an eye for layout/design.
- Design skills would be a definite asset for this position.

Qualifications

- Post-secondary education, preferable in Marketing, Business Administration, Digital Engagement, or another related field.
- Minimum of two years of related or similar work experience.
- Digital agency experience would be a definite asset.
- Strong communication, organizational and project management skills.

If you are interested in this career opportunity, please email your resume and cover letter to careers@caask.ca by **Thursday January 21, 2020**.

