



TITLE: Content Creation Specialist

REPORTS TO: Marketing Communications Supervisor

General Responsibilities:

Gorbel is seeking a Content Creation Specialist for the Marketing department. This position will play a key role in planning and creating the content we use to support our lead and demand generation efforts, our social media campaigns, and our overall public relations efforts for the industrial and medical sides of our business, plus enhance our local branding efforts.

Specific Duties:

- Create Content for Industrial and Medical divisions
- Work with marketing department to understand overall marketing objectives and what content is needed to support those objectives
- Plan, outline, research, and write engaging content including white papers, blog posts, social media posts, copy for direct mail campaigns, etc
- Interview internal subject matter experts to better understand our products and our customers; where appropriate use quotes from those people in the content
- Work with graphics people to create infographics and e-books
- Help Plan and Execute Social Media Campaigns
- Work with Web Services and Marketing Communications groups to set goals for social media programs by channel for both industrial and medical
- Create monthly media calendar listing content by channel
- Write content for Facebook, LinkedIn, Twitter, and the company blog to support social media and overall marketing objectives
- Interview subject matter experts to generate content
- Execute social media posts via Hootsuite
- Run monthly metrics reports to track effectiveness of social media efforts
- Stay up to date on new and emerging social media channels/trends, make recommendations for trying out different channels
- Coordinate Public Relations Efforts
- Establish goals for public relations by segment – industrial, medical, and local
- Make a list of general topics we consider newsworthy and see what recent news we have that fits that bill
- Establish a cadence of press releases that makes sense and adhere to it
- Write and submit press releases to the appropriate local and trade press via their preferred method
- Work with Marketing Department to make sure we're supporting our press release efforts with social media, especially Twitter, Facebook, and the blog
- Document the news hits we see

**Job Qualifications:**

- BA/BS in Marketing, Communications, Journalism, Public Relations, or Advertising
- Strong, engaging writing skills that can be adapted across multiple mediums
- Great attention to detail, organization, and genuine passion for innovative marketing
- Understanding and experience with social media channels like Facebook, Twitter, and LinkedIn, plus knowledge of Hootsuite

Core Competencies to be Successful:

- Excellent written and oral communication skills
- Great “story teller”, either visually or with word
- Ability to stay organized
- Ability to handle multiple projects simultaneously
- Experience with social media channels and how to use them for public relations
- Comfortable with interviewing subject matter experts and members of the media

ADA Physical/Mental/Workplace Requirements:

- Occasional lifting up to 25 lbs
- Sitting, working at desk/personal computer for extended periods of time
- Primary work environment is professional corporate office

Gorbel, Inc. is an equal opportunity employer.