



CONTENT & DIGITAL COORDINATOR

Status: Full Time

Compensation: based on experience + generous profit-sharing program

Benefits: Health insurance

Location: Fort Collins, Colo.

About WildRock: As a boutique public relations and marketing firm, WildRock specializes in giving businesses one-on-one attention to get the boost they need to outshine competition. Combining creativity, practicality and strategy, WildRock has the know-how to take brands to the next level through an innovative toolbox of solutions, helping our clients navigate the complicated landscape of public relations and marketing.

Our Philosophy: We are mature, positive, and collaborative professionals who respect others, embrace change, and are wildly creative!

Performance Expectations: WildRock is looking for a full-time content and digital coordinator to assist account manager(s)/executive(s)/specialist(s) with content development, content maintenance, social media management, graphic design and light video production for client accounts. Content creation consists of leveraging multi-media, curating social media posts, creating and executing digital advertising campaigns, crafting blogs, email newsletters as well as other collateral for multiple audiences, including internal projects. This role would also assist in visual content, such as photography, graphic design and video curation, as well as light photo/video editing capabilities. We are looking for someone who can hit the ground running with research skills, content creation (including SEO), eagle-eye proofing, as well as balance a variety of deadlines and expectations with poise.

Professional Competencies: Organized, prompt, ability to multi-task, detail-oriented, project management skills, self-directed, excellent customer service orientation and business acumen, and effective interpersonal communication.

Conditions of Employment: Full time (40 hours per week/some weeks may be more), willing to travel, reliable transportation.

Required Experience/Proven Track Record in:

- Microsoft Office, including Outlook, Word, Excel and PowerPoint.
- Design and video/photo editing skills desirable, expertise in Adobe Suite.
- Client relations: assisting account manager(s)/executive(s)/specialist(s) with strategic content development and execution for various mediums and audiences in both digital and print formats.
- Marketing: support promotions and campaigns through copywriting directed to niche and broad target audiences that drives action, including internal support with business development efforts such as case studies, proposals and award submissions.
- Eagle-eye proofing ability for a variety of materials with excellent grammar skills.



- Social media: written and multi-media content development, as well as posting/scheduling natively and within programs such as Sprout Social.
- Assisting with client reports and narratives, ability to mine analytics for meaningful data to evaluate success of programs and make appropriate pivots as needed.
- Develop powerful content for digital advertising (Google Ads, Facebook, Instagram, etc.) with clear calls to action.
- Ability to draft multi-media materials such as photos, graphics, videos, and curate those we don't have for various client accounts.
- Experience with SEO to increase website traffic and content visibility.
- Stay current in content writing trends for a variety of communication channels from newsletter format to social media, blogs, press releases, surveys or website content, as well as the latest proofing tips and techniques.
- Technology savvy: CMS experience for website updates, social media execution, SEO, and online project and contact database management.
- Natural communicator, relationship builder and able to thrive in team environments.
- Familiarity with email marketing programs, such as MailChimp or Constant Contact.

We're looking for people with at least 2+ years of experience in public relations and marketing, specifically those with agency experience.

Please submit the following by email, no calls please:

- Submit to info@wildrockpr.com
- Cover letter
- Resume
- Portfolio (link preferred)
- References