



## CONTENT & DIGITAL COORDINATOR

**Status:** Full Time

**Compensation:** Starting range \$43K+ based on experience, generous profit-sharing program + bonus opportunities.

**Benefits:** Health, dental + vision insurance + Simple IRA with 3% Match, Responsible Time Off (unlimited), cell phone reimbursement plans + professional development training allowance.

**Location:** Headquartered in Fort Collins, Colo. with remote, hybrid, and flexible work arrangements for Colorado-based candidates.

**About WildRock:** Established in 2012, WildRock is an award-winning boutique, public relations and marketing firm that rocks results. We offer superior strategies, more imagination, solid media relationships and relentless execution. Our vision is to make our clients ridiculously happy! Our philosophy is simple, work hard, play hard. Get the job done and have fun while doing it. We are professional, positive, and collaborative individuals who respect others, embrace change and are wildly creative! Team members take responsibility for both achieving individual performance expectations and supporting each other to achieve shared outcomes and we are dedicated to building a robust, high-performing team to move with intention and focus as we continue to set the bar for excellence.

**Our Purpose:** We create a culture where people thrive. We have a profitable, value-driven work environment for our team with innovative offerings. With a genuine enthusiasm for building wildly successful brands, we help clients achieve Rockstar results.

**Performance Expectations:** WildRock is looking for a full-time content and digital coordinator to assist account manager(s)/executive(s)/specialist(s) with creative and impactful content development, content maintenance, social media management, graphic design, and light video production for client accounts. Content creation consists of leveraging multi-media assets, curating organic social media posts, creating, and executing digital advertising campaigns that drive results, crafting SEO-optimized blogs, designing and developing copy for engaging email newsletters as well as other collateral for multiple audiences, including internal projects. This role supports all other roles within the company as a trusted producer of our product. We expect this teammate to bring insightful feedback, new ideas and innovative strategies to impact our customers every day. Working in a collaborative space, this person should integrate into our high-performing team and contribute on every level. Much like WildRock, this person is driven by tangible results while offering our client's the ability to connect with their audiences in a multitude of ways. The perfect candidate will be well-rounded and will enjoy the creative part of our work as well as digging into analytics and finding valuable insights. Reporting to the senior digital marketing manager, this role works internally and externally to assist with 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, relationship builder, excellent customer service orientation and business acumen, effective interpersonal communication with a team approach to problem-solving and able to thrive in a group environment.

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

Required Experience/Proven Track Record in:

- 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 that produces results.
  - Natural communicator, relationship builder, and able to thrive in team environments.
- 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.
- Social media:
  - Written and multi-media organic content development, as well as posting/scheduling natively and within programs such as Sprout Social.
- Reporting:
  - Assisting with client reports and narratives, ability to mine analytics for meaningful data to evaluate the success of programs and make appropriate pivots as needed.
- Content and material development:
  - 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.
  - Eagle-eye proofing ability for a variety of materials with excellent grammar skills.
- Technology savvy:
  - Experience with identifying, researching, and implementing SEO strategies to increase website traffic and content visibility.
  - CMS experience for website content and layout updates (including editing and adding new pages, updating plugins, etc.), social media execution, SEO, and online project and contact database management.
  - Familiarity in designing and reporting in email marketing programs such as MailChimp or Constant Contact.
  - Microsoft Office, including Outlook, Word, Excel, and PowerPoint.
  - Design and video/photo editing skills desirable, expertise in Adobe Suite.
- Professional development:
  - Stay current in content writing trends for a variety of communication channels from a newsletter format to social media, blogs, press releases, surveys, or website content, as well as the latest proofing tips and techniques.
  - Maintaining a keen understanding of marketing industry trends affecting clients with the ability to make appropriate recommendations.



We're looking for people with at least 2-3+ 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](mailto:info@wildrockpr.com)
- Cover letter
- Resume
- Portfolio (link preferred)
- References