

Marketing Editor

Position Title: Marketing Editor

Reports Directly To: Chief Strategist

Reports Indirectly To: Senior Project Manager

Location: Rockland, ME

FLSA Status: Hourly

Summary:

The Marketing Editor will edit the marketing strategist's creative content to ensure it is grammatically correct AND relevant marketing content for our clients across the nation to create brand awareness, engagement, and growth. The Marketing Editor will be responsible for determining that the marketing strategy created will target client specific goals (business strategy) as it will be integrated throughout social media, email, blogging, SEM and other online platforms. The Marketing Editor will also edit other collateral and documents as needed.

The Marketing Editor takes pride in staying on top of marketing trends with small-medium sized businesses in social media, has knowledge in what it takes to make businesses succeed, and is constantly seeking to outperform expectations and raise the bar for success. Proficient with Canadian/English language preferred.

Responsibilities:

- Editing marketing strategists work to ensure they create engaging, grammatically correct and relevant digital marketing content for our clients for social media, blogs, email marketing, and website content based off of historic results, industry trends and market developments.
- Working with fellow team members and clients to edit content that is true to the core demographic and brand identity while staying focused on building market share and increasing revenue. Focusing on client sales, but also customer acquisition, retention and other specific client goals.
- Editing and consulting on other Dream Local projects and collateral as needed
- Reviewing content plans, online marketing strategy agreements and client strategy documents to ensure that the client's goals are being met within the guidelines set by the contract between the clients (or partner clients) and Dream Local Digital.
- Working with fellow team members (#HoneyBadgers) to acquire new clients as well as increase sales to existing clientele.
- Measuring progress toward goals and articulating client analytics with reporting.
- Conducting himself/herself in a professional manner at all times.
- Other duties may be assigned by the Senior Project Manager, CSO or Chief Strategist at any time.

Qualifications and Skills:

Travel may be required based on client location. An individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or

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ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Excels in Time Management
- Thorough understanding of grassroots marketing, audience targeting & brand identity
- Energetic and driven individual hungry for knowledge and excited to learn and share findings
- Quick learner, action oriented, & solution oriented
- Able to multi-task and perform projects under deadlines
- Self-motivated and able to make decisions independently, yet be a team player
- Experience with editing creative content
- Strong experience in social media, search engine marketing, and email marketing
- Business experience & ability to be perceived as a strategic business partner
- Strong interpersonal and communication skills, maturity and good judgment

Education and/or Experience:

- Working knowledge of major social media channels is required.
- Advanced knowledge of Facebook, Twitter, Pinterest, LinkedIn, Instagram, blogging and email marketing preferred.
- BA/BS degree in an appropriate discipline preferred.

Supervisory Responsibilities:

N/A

Language Skills:

N/A

Licenses, Certifications, Registrations:

N/A

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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