



## Content Marketing Specialist

**Department:** Marketing  
**Location:** Appleton, WI  
**Reports to:** Marketing Manager

**Exemption status:** Exempt  
**Direct Reports:** None

### Purpose

#### **Exemplify AIA core values - Smart, Hungry, Honest, Collaborative, and All-In!**

The Content Marketing Specialist will work with the distributor community and marketing team to drive orders for AIA Owners and leads that generate results. In addition, the Content Marketing Specialist will guide our AIA Distributors to utilize our AIA Email Marketing platform, and advise them on marketing best practices in all social platforms (Email, Facebook, Twitter, Instagram). We are looking for a self-driven individual with a desire to learn, grow, and actively contribute to our marketing team's efforts to deliver effective strategies.

### Responsibilities

- Write copy for blogs, social posts and emails
- Analyze marketing performance reporting to identify optimization opportunities
- Create social campaigns and schedule on behalf of AIA and our distributors
- Perform in-depth campaign reviews and develop recommendations for growth and improvement internally and for the distributor community
- Identify automation opportunities to increase efficiency within team processes
- Create social media strategy, execution, and analytics; direct experience with LinkedIn, Facebook, Instagram, TikTok and Youtube.
- Manage large-scale, paid search campaigns across Facebook, LinkedIn, Instagram and ensure maximum performance
- Utilize the company's content management system and other tools, to help develop content, implement search engine best practices, website, user-experience, and analytics
- Track results and identify trends within company data to ensure campaigns are focused on the most effective and successful activities to drive new business
- Enforcing and following AIA's social media protocol for negative comments/messages
- Communicating to ensure strategic campaigns, custom graphics, promoted content, and social media advertising are aligned and accounted for in monthly planning
- Engaging with followers by commenting, replying to direct messages, following them back (if appropriate), liking, etc.

### Qualifications

The role requires an individual who has demonstrated proficiency with the following; self-motivated, detail-oriented, ability to handle multiple projects, ability to lead by influence, ability to problem solve and bring resolution.

#### **Qualifications may include:**

- Demonstrated knowledge of traditional and digital marketing strategies
- Current on digital marketing best practices
- Excellent written and verbal communication skills and team building/cross-functional collaboration skills. You love to write!
- Experience with social media content development and curation are a must

#### **Education/Experience:**

- Bachelor's degree in Marketing, Communications, Public Relations, or Advertising required
- Minimum of 3-5 years of experience developing, editing, and managing content

- Promotional Product Industry Experience preferred
- Platform experience with marketing automation, social media scheduling including but not limited to Pardot, Hubspot, Sprout Social, Canva
- Social Media experience: Facebook, LinkedIn, Pinterest, Instagram, YouTube, TikTok
- Design/Photo experience is a plus

**Knowledge/Skills/Abilities/Competencies**

- Ability to multitask and react quickly to market changes
- Outstanding organizational and analytical skills
- Experienced with developing and implementing SEO and content strategies
- Solid understanding of current digital marketing tactics and functionality

**Success Measurements**

Success is >80% utilization of AIA Experience marketing programs, metrics will demonstrate a positive ROI for AIA owners and AIA and our owners view AIA as an expert in digital marketing.

*Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.*

**Approved by:**

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**Date Approved:**

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**Date Reviewed:**

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