

Social Media and Content Strategist

Position Overview

1Eighty Digital is looking for a creative and detail-oriented **Social Media and Content Strategist** to join our team! This role focuses on managing social media accounts for clients, creating engaging posts, and developing strategies that drive results. You'll also occasionally lend a hand with website content or writing blog posts. If you love all things social media and can spot a trending topic from a mile away, we'd love to meet you!

Salary: Depends on Experience

Location: Warsaw, Indiana (*Must be Available In-Person*)

Key Responsibilities

Social Media Management

- Develop and implement comprehensive social media strategies to enhance brand awareness and audience engagement.
- Create, curate, and schedule content across platforms like Facebook, Instagram, LinkedIn, TikTok, and others.
- Audit clients' existing social media accounts and provide actionable recommendations for improvement.
- Monitor and respond to comments, messages, and mentions to foster community growth if needed.
- Analyze social media metrics and performance to optimize strategies.
- Stay updated on trends, tools, and best practices in social media marketing.

Additional Opportunities

Content Creation for Websites

- Write high-quality, SEO-optimized website content, including blog posts, landing pages, and service descriptions.
- Conduct industry research to craft content that resonates with client audiences and supports marketing goals.
- Collaborate with design teams to create visually engaging content.
- Proofread and edit content to ensure consistency in tone, style, and branding.

Marketing Strategy Development

- Create and implement comprehensive marketing plans for clients, aligning with their goals and target audiences.
- Conduct audits of existing marketing strategies and identify areas for improvement.
- Use analytics tools to track campaign performance and provide actionable insights.
- Work with cross-functional teams to integrate strategies across all marketing channels.

Qualifications

Required

- Proven experience in content marketing, social media management, or a related role.
- Exceptional writing, editing, and proofreading skills with strong attention to detail.
- Knowledge of social media platforms, SEO principles, and digital marketing best practices.
- Ability to analyze metrics and adjust strategies for optimal performance.
- Strong project management and organizational skills to handle multiple clients and deadlines.

Preferred

- Familiarity with tools like HeyOrca, Buffer, or Sprout Social.
- Experience with CMS platforms (e.g., WordPress).
- Knowledge of paid social advertising and content promotion.
- Experience creating and editing video content for social media platforms.
- Proficiency in Adobe Creative Suite (e.g., Photoshop, Illustrator, Premiere Pro).
- Willingness to be on camera for creating stories or reels, if needed.

Salary & Perks

- Depends on Experience
- Health insurance is not provided.
- Pay increases are available as skills are developed.
- Partial work-from-home opportunities are available.
- 10 paid vacation days are available for use after the first 60 days of employment.
- Paid holidays include New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas.
- Additional paid time off and sick leave is available by request and dependent on approval.

Why Join 1Eighty Digital?

- Work with a collaborative, innovative team in a growing digital marketing agency.
- Enjoy a supportive environment where creativity and data-driven decisions thrive.
- Develop impactful strategies and content for a diverse range of local businesses.
- Opportunity for professional growth and skill development.