**Digital Content Coordinator**

Job Posting– February 2022

Atlas Marketing is actively seeking a full-time, Digital Content Coordinator to join our team. The ideal candidate is optimistic, organized, creative, outgoing and dedicated to constant self-improvement with a minimum of 3-5 years of experience.

Atlas Marketing is a small agency that performs like a big agency. In fact, many large agencies turn to us to work with them and their clients due to our industry expertise. We tell stories for people who build things, and that focus has developed into a strong marketing reputation within the construction and manufacturing industries.

Our team is intentionally small, but mighty, fluid and flexible as we work with our clients to tell their story in memorable ways that connects and engages with their target audiences. The Atlas team is committed to striking a work/life balance, always up for learning something new, and having a little fun along the way.

Responsibilities include...

* Content Writing (social media, website, brand messaging, etc.)
* Social media platform management – LinkedIn, Facebook, Instagram, Twitter, TikTok, Pinterest, etc.
* Website content creation and management
* Develop, execute and monitor paid digital ad campaigns
* Daily client interaction
* Building and delivering reports on the above responsibilities.

The Ideal Candidate

We're building a culture that centers around delivering great work to our clients, while having fun doing it. To ensure we are an excellent fit for each other we want to first confirm your core values align with ours:

* You are Honest (trust is everything)
* You are Accountable (no excuses)
* You are Motivated (driven to succeed)
* You are Passionate (you care about your work)
* You are Balanced (you know work and life must co-exist)
* You are Organized (you know how to manage your day)

If this sounds like you, hang tight. We still need to confirm a few skills or qualifications you should have:

* Bachelor’s degree or equivalent marketing experience
* Strong written and verbal communication skills with co-workers and clients
* Outgoing personality
* Basic Office platform skills (Word, Excel, PowerPoint, Outlook)
* Adobe Creative Suite or Canva
* Google Analytics monitoring and reporting on KPI results
* Creating social media content and graphics
* Experience monitoring, reporting and adjusting social campaigns

Bonus points for:

* Marketing automation software/systems experience
* Digital Advertising creating based on agreed budget, monitoring, reporting and successful experience
* SEO Optimization experience
* SEMRush (or other similar software)
* HTML or general coding knowledge
* WordPress knowledge
* Content writing experience (feature articles, white papers, etc.)
* Office365 skills (TEAMS, SharePoint, Power BI, etc.)

What Atlas brings to the table:

* A small agency that does what big agencies do - you will have the ability to learn more and grow fast
* A leader in construction marketing on a regional and national level
* Clients that span the globe, country and region
* Casual work environment
* Hybrid work – office and/or from home
* Opportunity to learn key knowledge from Atlas Way
* A committed team of professionals
* Professional work environment focused on developing **your** skills
* Health benefits – health, dental, vision
* Paid time off – starts with 2 weeks

Salary

* $45,000 - $55,000 per year

If this paints a familiar picture, we want to hear from you! Email your resume, cover letter and portfolio to Beth Martin at [Beth@AtlasStories.com](mailto:Beth@AtlasStories.com). If your story connects with ours, we’ll be in touch.

Tell YOUR story

We tell stories for people who build things, and we recognize that any person regardless of race, age, religion, identity or experience can tell a story. We want you to work hard, have fun and help us grow. More important, we want you to be yourself.