



Content Marketing Specialist

Team: Marketing & Creative Department

Reports to: Marketing & Creative Director

Company: With locations in Kansas City and St. Louis, Centriq Training is a technology training company invested in developing and supporting the IT workforce in the Midwest. We train IT Professionals from over 450 companies on Microsoft, Cisco, CompTIA, ITIL, Security, and more. Our 4 Month IT Career Program prepares individuals who want to begin a new technology career. Please visit our website @ www.centriq.com.

Description: The Content Marketing Specialist will create various types of content for our Marketing & Creative Department. This position will be responsible for researching, designing and developing content for our website, social media, collateral, press releases, and marketing campaigns to enhance our company's digital presence. They will also be responsible for providing creative content, like graphic design and photography, and who will embrace Centriq's Core Values:

Communication
Empowerment
No Student Left Behind
Teamwork
Recognition
Innovation
Quality

Responsibilities:

- Develop, implement and manage social media content and strategy
- Research industry-related topics to generate blog posts, web copy, and other digital content
- Create visual communication materials (e.g. flyers, social media graphics, eBooks, and more)
- Identify new ways to promote company offerings and reach consumers
- Write, edit, and refine digital copy
- Take candid photographs, headshots, and record video content as needed

Requirements:

- Degree in Advertising, Marketing, Communications, Graphic Design, or similar field or 3-5 years marketing experience
- Impeccable writing, editing, and proofreading skills
- Expertise applying written SEO principals in digital copy
- Proficiency with Adobe Creative Suite (primarily Illustrator, Photoshop and InDesign)
- Flexibility and ability to work on multiple projects simultaneously
- Understanding of Google Analytics
- Proficiency with WordPress (familiarity with Elementor a plus)

Perks and Benefits:

- Competitive Salary
- Health
- Dental
- Vision
- Prescription Drug
- Flexible Spending Accounts
- Life Insurance
- 401(k)
- Company gatherings and social events

The Content Marketing Specialist job description is subject to additions and revisions based on changes within the company.

Signature

Printed Name

Date