



## Job Opening – Content Marketing Specialist

### WHO WE ARE

We are a brand storytelling agency that works with progressive companies and nonprofits to develop and produce engaging, impactful stories for brand-building and fundraising. Our specialty is creating branded video content and digital marketing campaigns for our clients – who are B-Corps, 1% for the Planet members, non-profit organizations, and values-driven companies. Our creative team is made up of communications strategists, filmmakers, photographers, writers and designers. We're a healthy, conscious, outdoor-loving group of people passionate about creating stories that inspire and motivate their audiences.

### WHO YOU ARE

We're looking for a creative, detail-oriented writer to join our team as Content Marketing Specialist. You have a strong background in copywriting, email marketing and social media management, are well-organized and detail oriented, and you are passionate about storytelling.

You love to create high-quality online content, and are excited about working with clients who are making the world a better place. You have experience at an agency-level with copywriting, email marketing tools (Mailchimp, Emma, etc), Social Media advertising (Facebook, Twitter, Instagram, LinkedIn, etc) and basic graphic design and/or photography skills. You're comfortable developing and implementing social and search ad campaigns to boost content. You love working with creative teams, developing ideas together, and working hard to get them done. You're not afraid to get your hands dirty and delve into the details, and you're looking forward to learning more and developing new systems for TrimTab Media to work more efficiently together with our clients and creative team.

You don't balk at having challenging conversations with clients or creative collaborators. You're committed to high quality storytelling that respects and empowers its audience. You're committed to diversity, equity, inclusion and fair representation in storytelling content. You're willing to advocate for what's right.

You want to enjoy your work AND your time off. You share our values of social and environmental sustainability, you lead a healthy lifestyle and have a great love of the natural world. You're fired up about co-creating a better world.

If you have a positive and helpful attitude, conduct yourself in a professional manner, have a passion and ability to work on multiple projects at once, are highly organized and detail oriented, and are always thinking two steps ahead, then this is the job for you!

### JOB TITLE

Content Marketing Specialist

### RESPONSIBILITIES

- Creating blog, email & social content for TrimTab Media's client projects or campaigns
- Creating monthly blog, email & social content for 2-4 of TrimTab Media's retainer clients
- Managing social and search ad campaigns for clients
- Managing and creating content for TrimTab Media's B2B marketing efforts on email & social media
- Working closely with Chief Storyteller, Lead Producers and Freelance Collaborators on project work
- Contributing to creative development, strategy sessions and script writing with Chief Storyteller & Producers
- Participating in weekly operations meeting with Chief Storyteller, Lead Producers and Editorial Manager
- Assist with quarterly freelance collaborator meetups & retreats

## QUALIFICATIONS

- Bachelor's or Master's Degree in Marketing, Communications or Journalism (or 8+ years equivalent professional experience)
- 3+ years professional experience at an agency or as a freelance professional
- 3+ years writing marketing/communications content and managing email/blog/social channels for clients
- Strong project management and communication skills
- Excellent written, verbal and interpersonal communication skills (work samples requested below)
- Strong editing and proofreading skills
- Working knowledge of Adobe Creative Suite for light design work (Photoshop, InDesign, Spark, etc)
- Proficiency using Microsoft Office (Word, Power Point, Excel, Outlook, etc.), Google Apps, Basecamp, etc
- Ability to handle confidential and time sensitive information professionally
- Ability to be sensitive & respectful while working on client campaigns about addiction & recovery, LGBTQ, BIPOC and under-resourced communities

**TIME:** 50% time: 16 hours per week (based on a 4 day, 32 hour work week)

Remote, with option to work from TrimTab Media offices in Sebastopol, CA as desired

## BASE SALARY:

Contract Position: \$52,000/year (\$62.50/hour at 16 hours/week)

Additional hours and/or salaried position with benefits an option starting in Spring 2022

**TERM:** 6 months trial term as an independent contractor (after 6 months we will review rate, time commitment and core responsibilities and discuss an optional payroll/benefits package)

## BALANCE:

We're committed to a 4-day work week and paying a living wage so that our whole team can balance meaningful work with a healthy lifestyle, family and other creative pursuits. We're committed to boundaries around work hours so we're able to restore ourselves away from screens, email, production and clients.

## BENEFITS

### (for all staff on monthly contracts and salaried employees)

\$350 monthly contribution to your pre-tax Health Services Account (HSA) for healthcare costs

\$500+ annual Profit Sharing distribution (10% of profits distributed to staff & freelancers each December)

Up to \$2,400 annual matching contributions to pre-tax retirement account (Roth or SEP IRA)

10% commission on successful referrals of new, qualified clients\* to TrimTab Media

\*new client must meet current budget minimums – commission applies to first project-based contract with client

### (for salaried employees)

Four day workweek (Fridays or Mondays off)

20 days/year of paid time off (PTO)

10 holidays/year (Memorial Day, Labor Day, week of Thanksgiving, week of Christmas/New Years)

**APPLY:** We're looking for smart, organized applicants with a strong commitment to creating a better world. For that reason, we will only consider thoughtful, complete applications. Before applying, please do your research and make sure this is an opportunity you'd like to pursue.

1. Please spend some time viewing our our website at <http://trimtabmedia.media/our-work> – and details about our community workspace at <http://trimtab.media/workspace>

2. Complete the "Work With Us" form at the link below. Be sure to include thoughtful responses. In the portfolio/work sample fields, please include links to writing samples that demonstrate your content creation skills and experience. Please also include a link to your online resume or up-to-date LinkedIn profile.

Work With Us: <http://trimtab.media/employment>