



Title: Content Coordinator

Department: Digital

Reports to: Digital Manager

Job Summary:

The Content Coordinator is responsible for overseeing the direction of all onsite content provided for all SEO clients.

Overview:

- Responsible for the planning and overall delivery of onsite content for 150+ clients: planning, writing, editing, proofing and coding onsite content
- Works closely with Digital Copywriters on setting priorities and managing execution of content
- Communicates with Account Team on special client needs and requests
- Researches and plans future onsite content needs based on industry standards and new auto releases
- Keeps content planning documentation up to date for all clients
- Ensures that client websites are compliant and troubleshoots client issues
- Communicates and collaborates with team and management on goals, project development, timelines, and results
- Assists with new client setups and information collection
- Assists with SEO tasks where needed

Qualifications:

- College degree in Marketing or related field
- Proficiency in MS Excel, PowerPoint, and Word
- HTML experience a plus
- Familiarity with Google Analytics, WordPress, Website Platforms and Search Engine Optimization Tools a plus

To apply, send your resume and cover letter to humanresources@strongautomotive.com