



Title: Content Marketing Assistant

Department: Digital

Reports to: Digital Manager

Job Summary

The Content Marketing Assistant is responsible for the planning and execution of digital content on dealership blogs for use on Social Media.

Overview

- Work directly with the Digital Copywriters and the Social Media team to ensure quality content on all dealership blogs
- Coordinate with the Social Media team on developing and executing Community Blog content
- Research and develop blog topics to be written
- Organize blog orders for contract writers, internal writers, and interns
- Optimize and post blogs in WordPress
- Assist with client startups as it pertains to blog and content ordering
- Responsible for all marketing elements on blog including images, videos, etc.
- Writing, proofreading, and editing digital content
- All other duties as assigned by Manager

Qualifications

- Strong attention to details
- Great research, organizational and learning skills
- Excellent writing & editing skills, proficient in spelling, grammar and punctuation
- Must be creative and able to develop relative & creative topics
- Knowledgeable in Excel and WordPress
- College degree in Marketing or related field