



Content Specialist

Systemax Corporation is a 37+ year old, fast growing company with the fun and fresh outlook of a startup company and unyielding leadership and resources of an established business. Besides the traditional health, dental, vision, and life insurance coverage, our benefits also include: 8 hours of paid time off per year to volunteer in the community, \$20 a month towards a fitness center membership, bring your dog to work days, tiered vacation levels, and more. This is a full-time position in an exciting and fun environment. So, if this sounds like what you're searching for, Systemax may be the place for you.

We are currently seeking a dynamic, creative, self-motivated Content Specialist. The ideal candidate will be a strong writer, innovative, and able to work with a team in a high paced environment. The position is perfect for anyone who is passionate about writing and content creation and also has an interest and knowledge of digital advertising. This individual will work with clients and fellow team members to conceptualize, develop and implement marketing content through various media forms. If you're a problem solver with the qualifications and experience listed below, we'd love to talk to you.

RESPONSIBILITIES:

- ▶ Responsible for researching, creating and executing communication plans that are aligned to an overall company strategic marketing plan, conducting interviews, writing, editing, and obtaining release/approval for articles, press releases, marketing campaigns and email marketing tracks.
- ▶ Develop the strategy, content and social media marketing plan for clients. This includes assisting with the development of the concepts, writing copy, and formalizing the plan of execution.
- ▶ Assist with the execution and monitoring of clients' social media strategy and other digital marketing efforts as needed

REQUIREMENTS:

- ▶ A Bachelor's degree in Journalism, Communication Studies, language, marketing, PR; or equivalent experience
- ▶ Experience in building social media strategies, creating content, creating targeted social media ad campaigns and implementing the strategy on social media platforms, specifically Facebook, Instagram and LinkedIn
- ▶ Experience in building and executing digital marketing campaigns in Google Ads Manager preferred
- ▶ Excellent writing skills and able to develop intriguing and clever copy
- ▶ Highly organized with exceptional attention to detail and proofreading skills
- ▶ Excellent time management skills, handling multiple simultaneous projects with stringent deadlines
- ▶ Proficient with MS Office365
- ▶ Experience working with Adobe software (Spark & Photoshop) is a plus
- ▶ Must be a logical and highly accountable team player that thrives in a fast pace and changing environment

Compensation for this position will be determined, based on experience and skill set. If interested, please send resume, portfolio of work and salary requirements to Jocelyn Holzmacher: jholzmacher@systemaxsolutions.com.