



CARLTON  
CREATIVE CO

## CONTENT COORDINATOR

### OVERVIEW

Carlton Creative Company is a communications firm dedicated to finding creative solutions to business challenges while providing exceptional client service. We are seeking a talented and Content Coordinator to join our team. This role requires a creative, detail-oriented and highly organized professional who is able to develop and execute content strategies that align with a client's marketing goals and target audience.

We're looking for someone to join us part-time with the potential to grow into a full-time hourly position. Whether you're someone who enjoys brainstorming from a local coffee shop or prefers to open your laptop comfy at home, for us, it doesn't matter where you work or how you work as long as you share the same passion for elevating clients we truly admire and believe in.

### ABOUT CCC

Our Creatives believe in the power of building lasting relationships with our clients, often taking ownership and autonomy over innovative ways to reach goals. We're able to sustain our productivity by creating a collaborative environment in which team members are able to feel supported, yet have ownership over their unique creative direction. We also ensure a healthy work/ life balance by offering flexible work schedules and unlimited vacation.

Though we have the rich benefit of wearing many different hats and getting to know diverse industries, we carefully balance client needs with capacity and hours to ensure a sustainable workload.

### DETAILS

- Job Type: Remote, Part-time to full-time
- Time Commitment: Part-time, 10-30 hours/week with full-time potential, 30-40 hours/week
- Compensation: Starting at \$25/hour, negotiable based on experience
- Report: The Content Coordinator will be responsible for a range of client-facing tasks, and will report to their Account Manager to ensure that all client needs are met.
- Contact: Victoria Carlton, [careers@carltoncreative.co](mailto:careers@carltoncreative.co)

## RESPONSIBILITIES

The Content Coordinator will be responsible for creating, managing, and optimizing various types of content for client's unique need and includes tasks in the following areas:

- Content creation: Developing and producing high-quality, engaging, and relevant content for various mediums including blogs, social media, websites, and other marketing materials.
- Editorial calendar management: Managing and maintaining the editorial calendar, ensuring content is produced on time and aligned with marketing objectives.
- Copywriting: Writing compelling copy for various types of content, including headlines, blog posts, email campaigns, and more, ensuring messaging is clear, consistent, and aligned with brand guidelines.
- Editing and Proofreading: Ensuring that all content is well-written, accurate, and follows client tone and style guidelines.
- Keyword and SEO optimization: Optimizing content for search engines, using keywords and other tactics to increase visibility and drive traffic to the website.
- Content strategy: Collaborating with the marketing team to develop and implement a content strategy that aligns with business goals and appeals to target audiences.
- Content distribution and optimization: Promoting content across multiple channels and ensuring it is optimized for search engines to increase visibility and engagement, and archiving of all content to ensure it is easily accessible and up-to-date.

## QUALIFICATIONS

- Bachelor's degree in Communications, Marketing, or a related field.
- Deep understanding of content marketing strategies and best practices
- Familiarity with SEO, SEM and other digital marketing techniques
- Proven ability to be an effective and engaged team member in a remote-work environment, with the ability to provide timely responses and updates.
- Strong organizational and time management skills, with the ability to work independently on tasks.
- Experience with social media platforms such as LinkedIn, Facebook, and Instagram.
- Excellent written and verbal communication skills.
- Strong desire to gain experience and make an impact with their work.
- Ability to quickly learn new industries and information relevant to the assigned client.
- Prior work experience in communications, marketing, or a related field is preferred.
- Experience with tools such as Metricool, Later, Slack, HubSpot, Adobe Lightroom, and Canva is a plus

## WHY CARLTON CREATIVE COMPANY?

- Opportunities for rapid growth and the ability to scale with more clients.
- Greater control over your work-life balance and flexibility in scheduling. Create your own schedule as the position is fully remote.
- Consistent workflow as we provide clients and support, while you deliver the results.
- Be part of a collaborative team and work on projects together.
- Gain a diverse range of skills and experiences by working on different projects with different clients.
- Unlimited vacation time with the flexibility to take time off as needed, as long as it's communicated the week prior.

## HOW TO APPLY

Please send your resume and your portfolio or relevant work samples to Victoria ([careers@carltoncreative.co](mailto:careers@carltoncreative.co)) by **February, 10th**