



## JOB DESCRIPTION

<b>TITLE:</b>	Marketing Content Strategist	<b>DATE:</b>	10/2021
<b>REPORTS TO:</b>	Sr. Marketing Operations Manager	<b>FLSA STATUS:</b>	Non-Exempt
<b>DEPARTMENT:</b>	Marketing	<b>MGT/SPVR:</b>	No

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### **Pivot Interiors**

Our organization includes a strategic team of big thinkers and creatives who truly work interdependently. Whether designing projects for our innovative clients, developing multi-pronged marketing strategies, or delivering a preeminent customer experience, we are constantly finding ways to underscore our promise to partner with our clients to make inspiring spaces that unlock their people's greatest potential. The pace is fast, the learning is constant...but as part of a team this driven, the possibilities are endless.

### **Your Role at Pivot**

Pivot Interiors creates workplace environments to enable people to do their best work. As the Marketing Content Strategist, you will work closely with Pivot leadership, the Marketing team and other business functions (Sales, Design, Project Management) to develop best in class Marketing content and communications.

### **Essential Duties and Responsibilities include the following. Other duties may be assigned.**

- Develop content marketing strategy for proposals, RFPs, website content and other marketing collateral, ensuring that content is relevant, ownable, and optimized for web best practices (i.e., SEO).
- Lead and contribute to the execution of building intelligent and unique content for proposals, RFPs, websites, campaigns, and other marketing collateral.
- Regularly conduct market research to identify trends and opportunities related to industry topics.
- Improve and optimize existing content on all marketing channels including revised copy, new visuals, and layouts with direction from creative lead.
- Act as a partner to the sales team to facilitate effective use of marketing content in sales enablement.
- Ensure the consistent use of the brand tone, voice, positioning, and visual identity for all marketing and communications channels across broader organization.
- Develop the KPIs to measure and analyze content effectiveness, activity, and results. Create and deliver reports for content quality and engagement.
- Evaluate analytics on integrated campaigns, websites, and social channels to measure performance and inform future content development.
- Demonstrate our Pivot values of Respect, Integrity, Teamwork, Initiative and Curiosity in all aspects of your work.

## **We're Excited About You If You Have**

- Customer-first attitude and ability to adapt your writing voice to various audiences.
- Must have strong written and verbal communication skills.
- Data-driven, organized, and detail-oriented.
- Adaptable and flexible, able to pivot with ease and a smile.
- A perfect blend between a “team player” and a “self-starter.”
- Ability to manage and prioritize several projects at once.
- Proficient with Microsoft Office Suite and Adobe Suite.
- Basic understanding of digital marketing and SEO.
- Understanding Market segmentation, customer personas and content journey.
- Experience with HubSpot and Google Analytics is a plus
- Strong understanding on social media and email marketing strategies
- BA/BS with a focus in marketing, or equivalent work experience

## **SUPERVISORY RESPONSIBILITIES**

This position has not supervisory responsibilities.

**QUALIFICATIONS** *To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.*

## **EDUCATION and/or EXPERIENCE**

High School diploma or GED required. Bachelor's degree (B.A.) from four-year college or university in English, Journalism, Communications, Business, Marketing, or Graphic Design; and at least 5 years related experience and/or training; **or** equivalent combination of education and experience. Proficiency with Microsoft Word, Excel, PowerPoint. Familiarity with and/or willingness to learn Adobe Creative Suite. Experience in business-to-business writing and ability to communicate efficiently and effectively. Excellent attention to detail; excellent ability to multi-task. Ability to prioritize effectively while successfully supporting multiple deadlines. Strong planning, organizational, and problem-solving skills. Ability to work with minimal supervision. Ability to work closely with and communicate well with staff in off-site locations

## **CERTIFICATES, LICENSES, REGISTRATIONS**

The employee must provide proof of valid state driver's license, and proof of insurance of an operable vehicle.

## **LANGUAGE SKILLS**

Ability to read, analyze, and interpret, in English, general business periodicals, professional journals, instructions, and governmental regulations. Ability to write, in English, reports, business correspondence, procedure manuals, and a variety of marketing and public relations documents. Ability to present information effectively to and respond to questions from groups of managers, clients, vendors, and the public, in English.

## **MATHEMATICAL SKILLS**

Ability to calculate figures and amounts such as discounts, interest, proportions, and percentages. Ability to apply concepts of basic algebra and geometry.

**REASONING ABILITY**

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of instructions in written, mathematical, or diagram form and to deal with several abstract and concrete variables.

**PHYSICAL DEMANDS** *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is frequently required to stand, walk; and use hands and fingers to operate a computer keyboard, mouse, and telephone keypad. The employee is occasionally required to reach with hands and arms and stoop, kneel, or crouch. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus

**WORK ENVIRONMENT** *The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts if working at a customer's or manufacturer's site. The noise level in the work environment is usually moderate.