



111 Town Square Place - Suite 1201, Jersey City, NJ 07310

Job Description: Marketing Communications Associate

THE ROLE

Assist in the analysis of current content marketing and social media marketing efforts to build short & long-term strategies by identifying opportunities and implementing best practices as well as new procedures to meet brand marketing and PR goals and inbound marketing objectives.

Ensuring all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience + journey for all channels of content including online, social media, email, in-person activations, as well as to current client outreach. This is to be done for each persona within the verticals and services offered. The development of a functional content calendar throughout the enterprise verticals, and defining the points in each vertical to particular persona groups.

As a secondary aspect of the role, iQuanti hopes to support client social media and content marketing initiatives through ideation, planning, and execution. Serving as the right hand of the Social Media SME, the ideal candidate will work closely with the internal teams across SEO, Content, Social, Public Relations and email.

Responsibilities

- Collaborate on content marketing strategies and set short-term goals
- Undertake execution of content marketing initiatives to achieve business targets
- Work with internal units to transform SME provided content into brand voiced, long form, high quality content
- Manage editorial calendar, execute tasks and ensure deadlines are met
- Identify reactive, relevant content topics for ad hoc output
- Deliver engaging content on a regular basis and inspire team members including internal communication of content marketing assets to account managers and BD teams
- Edit, proofread and improve content provided by guest writers
- Optimize content for SEO by working directly with internal units
- Execute social sharing of content through current company channels as well as exploring additional spaces ensuring strong web presence
 - Execute, manage, monitor all social media posts
- Monitor social listening to receive audience feedback, generate ideas to increase engagement, and activate business development opportunities
- Align on topic ideas and create content pieces for PR; work with iQuanti executives/SMEs to draft content pieces/by-lines; revisions/edits to be incorporated and finalized
- Agency/reporter deadlines to be managed from start to finish
- Conduct occasional PR research as it relates to media outlets, reporters, events, etc.



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Requirements

- Proven work experience as a Content marketing manager
- Proficiency in MS Office, Excel and WordPress
- Understanding of web publishing requirements
- Editorial mindset with an ability to predict audience preferences
- Hands on experience with SEO and web traffic metrics
- Expertise in social media platforms with paid experience preferred
- Project management skills and attention to detail
- Excellent communication, writing and editing skills in English
- Preferred BSc degree in Marketing, Journalism or relevant field
- Preferred Adobe PS (or LR) proficiency