

Content Creator

As a **Content Creator**, you will be responsible for translating your big ideas and brand-level thinking into meaningful, engaging, and timely content. You will work closely with our Lead Content Creators to build our client's marketing portfolios across multiple platforms. Your duties and expectations are outlined below:

Functionally skilled in the following:

- Copywriting and Proofreading
- Print and Digital Ads Creation
- Search Engine Marketing
- Search Engine Optimization
- Content Management Platforms
- Email Marketing
- Social Media and Social Media Ads Management
- Public Relations
- Branding
- Marketing and Campaign Strategies

Responsibilities

- Assist in the creation of client deliverables, both print and digital, as assigned by the Lead Content Creator, that adheres to client's branding guidelines, creative brief, specifications, and campaign objectives
- Collaborate with cohort members to assure consistency and effective workflows in client campaigns and portfolios
- Generate strong, original, and engaging content that can be used on multiple platforms and media
- Suggest new ways to promote content, thus enhancing creative strategies
- Work efficiently without compromising quality or accuracy
- Assure all content adheres to industry and Epic protocols and best practices
- Work independently as well as collaboratively
- Identify and solve problems
- Adhere to deadlines and due dates as assigned by the Traffic Manager
- Research and identify industry trends to use in client campaigns

Expectations:

- Grow your technical skills by attending seminars, workshops, classes and other relevant events
- Have the ability to give and receive constructive feedback and embrace change
- Show mastery of time-management skills by effectively multitasking
- Be technologically savvy and have the ability to learn/utilize Google Suite
- Grow both professionally and personally and take a vested interest in the mapping of your career growth within Epic