

Lead Content Creator

As **Lead Content Creator** you must be a seasoned and detail oriented marketer. You will drive strategic direction and campaign deliverables, as well as manage and mentor a cohort of various team members. Your main focus will be to maintain and grow client marketing portfolios, mentor and lead your cohort, and support the Creative Director. You must possess a high-level of marketing skills and knowledge, a proven ability to execute them effectively, and have the willingness to impart that knowledge onto your cohort.

Expertly 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

- Lead your cohort in the creation of client deliverables, both print and digital, that adhere to client's branding guidelines, creative brief, specifications, and campaign objectives
- Supervise cohort members to assure consistency and effective workflows in client campaigns and portfolios
- Mentor cohort members in both soft and technical skills
- Cultivate a creative environment that allows cohort members to 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 deliverables adhere to industry and Epic protocols and best practices
- Collaborate with Traffic Managers to assure projects are delivered on time and on budget
- Identify and solve problems before they are problems
- 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

Theory that is relative to your marketing needs

