



Gravity Group

JOB DESCRIPTION – *Content Specialist*

Overview – Gravity’s culture is one of collaboration, where we work with our clients to create marketing and content that builds brand awareness, drives preference, and speaks to their audience. We thrive when our people thrive. We’re currently looking for a Content Specialist to lead content marketing efforts for Gravity Group and our clients.

Primarily, this role entails content planning, coordination, and collaboration with the creative and leadership teams.

Hours Required – this full-time position will require 40 hours per week. Gravity maintains a hybrid work environment, and hours can be split between working in the office and remotely.

Qualifications & Requirements

- Possesses the following qualities:
 - Superior verbal and written communication skills
 - Strong organizational and time management skills with high attention to detail
 - Superior collaborator
 - Team oriented - helpful and respectful toward others, building a positive work environment
 - Organized self-starter, effective in a fast-paced environment. Takes ownership of work, does what is needed without being asked, and follows through
 - Ability to take direction and work within established deadlines
 - Strong desire to learn and grow
- Copywriting skills preferred (social posts and ads, blog posts, etc.)
- Proficiency with Microsoft Office programs (PowerPoint, Excel, Word, etc.), Mac format, Google apps
- Strong understanding of social media platforms and best practices (LinkedIn, Instagram, YouTube, Facebook, TikTok)
- Certified in Content Marketing by HubSpot Academy (or similar), or the ability to become certified
- Experience with design and/or basic video editing tools preferred

Responsibilities, Duties

PRIMARY -

- Develop and execute content calendars for both Gravity Group and clients
- Plan monthly social content across a variety of social platforms
- Collaborate with the creative team on the design and production of social content, podcast episodes, etc.
- Schedule social content
- Plan, develop, and coordinate the promotion of Gravity content, including podcast episodes, blog posts, and eBooks
- Collaborate with the Digital Marketing Team on content to improve SEO, drive web traffic, etc.
- Review and report on the performance of social and website content and make recommendations
- *Additional responsibilities as assigned*