

Content Marketing Specialist

Job Overview

Creates, publishes, and distributes quality content that our clients/prospective clients want. Accountable for all content marketing initiatives to drive traffic, engagement, leads, that deliver sales and customer retention. Measures results of content marketing activities. Strategizes to best meet clients and studio needs.

Responsibilities and Duties

- Creates and implements content marketing plan to grow our business, attract new students, and retain current students.
- Helps position Circus Sanctuary as an expert in its field.
- Utilizes social media, digital marketing, and traditional media to increase brand awareness and engagement, educate clients and potential clients, and most importantly get more people into Circus Sanctuary classes.
- Conducts research to be most effective.
- Writes and edits content. Suggests content to be written by our instructors.
- Takes pictures and videos of Circus Sanctuary events and classes. Suggests development of new visual materials. Utilizes the pictures and videos we already have. Creates visual materials.

Qualifications

The ideal candidate has:

- Bachelors in English, communications, marketing, business or a similar field.
- Experience in social media marketing, SEO, ad creation, project management, and copy creation
- Knowledge of the circus industry and of circus itself
- Computer literacy, writing proficiency, organizational skills, marketing knowledge, and design and layout skills
- We're looking for somebody who's creative and driven, self-directed and disciplined, passionate and community oriented.

Position

January through March. 4-5 hours of work weekly in exchange for 50-100%(DOE) off tuition for our Winter Intensive/Retreat program. Intensive includes 10+ hours of circus instruction each week. Please see program details for more information.