

Content Creator

(Executive-level Position)

Job description

Summary

The role of a Content Creator is to develop and propose go-to-market campaign messaging for target audiences. He/she will be involved throughout the campaign creation, planning, implementation, measurement, and optimization process.

The Content Creator will be responsible with collaborating with the Product Development and Admissions team to drive the right strategy, messaging and execution of all advertising and branding campaigns.

General Responsibilities

- Craft and implement the overall campaign strategy.
- Create compelling copies and long form content to reach target audience.
- Manage the quality and performance of campaigns.
- Provide editing support for the marketing team.
- Expertise in email media, social media marketing and market cultivation strategies.

Role Requirements

- Understanding of general marketing concepts and best practices.
- Understanding of B2C social media, email campaigns and SEO/SEM.
- Adept in design software such as Adobe Photoshop, Illustrator.
- Writes clearly and informatively - edit works for spelling and grammar; varies writing styles to meet needs; ability to read and interpret written information.
- Able to work as a team and independently.