



Content Marketing Specialist

Are you a creative writer committed to a thorough editing process for all content pieces you create, while being comfortable with editing and keeping a writing team's work on brand and message? Green Apple Strategy seeks a driven and organized content professional to serve as our team's content marketing specialist. This role will offer 5 to 30 hours weekly in our Orchard, including ongoing writing tasks, while leading all quality assurance for ongoing weekly content for all Green Apple's clients.

The ideal candidate is a self-confident and decisive individual who can perform quality assurance for various industries on a weekly basis for multiple clients. This person should be able to proofread content and ensure the writing is grammatically correct, on topic, and on-brand. The ideal candidate would be comfortable in a creative work environment and be able to provide constructive feedback to other writers when a piece requires further development. This role will predominantly manage all client blogging content, but may also evolve to include reviewing other items, such as press releases, social media, and marketing collateral. The content marketing specialist should have a positive attitude and the flexibility to work alone or as part of a team.

POSITION SUMMARY

The content marketing specialist will work closely with the client relations team and the Social Media Strategist to manage routine content for all client accounts, including, but not limited to, weekly blog content.

RESPONSIBILITIES

- Reviewing various types of content for grammatical errors, client-specific edits, and overall quality
- Ensuring that content is created, reviewed, and delivered on a timely basis, as necessary per the client's calendar
- Writing content for clients as needed
- Identifying areas for process improvement
- Working to streamline the process for better client results and improved team capacity

SUPERVISORY RESPONSIBILITIES

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None at this time.

QUALIFICATIONS

SKILLS

- Ability to oversee and manage the quality of clients' content
- Exceptional writing skills with experience in blogging, social media, website content, email marketing, and both print and digital marketing collateral
- Exceptional proofing and editing skills
- Proficient in Microsoft Office
- Familiar with Basecamp Project Management system
- Proficient in a Mac workspace
- Ability to work alone and as part of a team

EDUCATION AND/OR EXPERIENCE

- College degree in marketing, communications, journalism, or a related field; a minimum of three (3) to five (5) years experience; and/or equivalent education or experience in job-related activities is required.
- Agency experience is strongly preferred.
- Experience in journalism, writing, and/or communications roles is preferred.

WORK ENVIRONMENT

All Orchard members are 1099 contractors and work virtually for Green Apple. The Orchard houses creative specialists nationwide who serve Green Apple's clients.

The Green Apple team will have periodic scheduled meetings with members of the Orchard hosted on Google Meet. The Social Media Strategist should be able to communicate with and deliver tasks to Green Apple team members during business hours (9 am - 5 pm CST).

All work is managed through Green Apple's project management system, Basecamp. Time should be tracked by the contractor and submitted for payment to Green Apple's accounting team. Payment terms and rates will be negotiated before the new contractor is onboarded.

COMPENSATION

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- **Hourly Pay:** 1099 contractor position. Time will be tracked and submitted by invoice. Hourly rate based on experience and expertise.
- **Hours:** This role typically offers 5-30 hours per week, depending on client needs.

APPLY

To take the next step in the application process, please send your resume, LinkedIn profile, and examples of work to info@greenapplestrategy.com with the subject line: Applying for Content Marketing Specialist position.

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