

Content Specialist

Position: Content Specialist

Classification: Non-Exempt

Reports to: Marketing Manager

Location: Los Angeles, CA (in-office) or Utah-based (remote with required travel)

The Content Specialist position at Shannon Fabrics is the perfect opportunity for an experienced self-starter to step in and own the company's written and visual storytelling, social media presence, and educational marketing. You will work with a diverse and talented team of passionate individuals that embrace new ideas, problem-solving with thoughtful solutions, and collaborate across teams to reach their common goal while Making The World A Softer Place!

Job Summary

The Content Specialist reports directly to the Marketing Manager, and partners closely with the Education team. The ideal candidate for this position will bring the right mix of social media acumen, writing expertise, and creativity to elevate Shannon Fabrics' digital presence. As the Content Specialist, you will be the voice of the brand across multiple channels—from our blog to our social feeds, Web site and educational event promotions. You must take ownership of our social media content calendar, possess excellent content creation skills, and be capable of leading a project from ideation through completion. You will utilize a combination of community engagement, long-form writing, and viral marketing strategies to drive the overall content strategy.

Responsibilities

- **Social Media Management:** Manage all social media platforms and community pages to promote community engagement, support our values, and increase sales.
- **Web and Blog Content:** Research, write, and edit engaging Web content including product descriptions, and informational blog posts that educate our audience and highlight our products and partners.
- **Event Marketing:** creating marketing campaigns specifically for educational events, ensuring strong attendance and engagement through email, social, and web promotion.
- **Brand Voice:** Be a creative collaborator with the ability to be the voice of the brand, creating content that is authentic and powerful for all channels.
- **Content Creation:** Create and curate written and graphic content for multiple platforms in line with the Shannon Fabrics brand.
- **Strategy & Ideation:** Ideate with the marketing team to ensure the creation of innovative, engaging, and brand-consistent content.
- **Calendar Management:** Manage the content calendar to ensure a cohesive and consistent stream of new blog and social content while analyzing schedules to optimize engagement.

- **Analytics & Reporting:** Create reports with analytic insights across all platforms (web and social) to ensure content is meeting performance goals and develop key learnings for future campaigns.
- **Email Marketing:** Create email campaigns and coordinate localization of digital and printed marketing materials.
- **Asset Management:** Manage creative content, ensuring that all assets are organized and accessible.
- **Relationship Management:** Help create, foster, and manage relationships with key influencers, vendor partners, and media partners.
- **PR Support:** Occasionally help draft press releases, media pitches, and other external communications.
- **Stay Current:** Stay up to date with the latest content marketing and social media trends.
- **Live Support:** Support weekly livestreams.
- **Team Support:** Help support other marketing projects as needed.

Duties and responsibilities may be added, deleted, modified, or changed at any time at the Company's discretion. Changes may be made formally, or informally either verbally or in writing.

Skills/Requirements

- Bachelor's degree in Communication, Marketing, English, or Media.
- 3+ years of experience in product content marketing, copywriting, social media management, or digital marketing strategy.
- Deep understanding and experience in multiple media/social platforms.
- Strong writing and editing skills with a portfolio of published blog posts or articles.
- Experience marketing webinars, workshops, or educational events.
- Strong visual ability to create high-quality and brand-specific content across all channels.
- Knowledge of Photoshop & Adobe Creative Suite.
- Strong knowledge and interest in influencer marketing.
- Ability to collaborate with multiple teams in a fast-paced and deadline-driven environment.
- Experience with HubSpot, Streamyard, MetriCool, and Google Analytics preferred.
- Understanding of fabric/sewing is a plus.

Please note: this role is in-office for Los Angeles-based candidates and remote for Utah-based candidates, with some travel required.

Application instructions: *To apply, please email your resume and cover letter to recruiting@shannonfabrics.com with the subject line "Content Specialist."*