



Job Description for Digital Content Specialist— Full Time

+ Anglin Public Relations +

Anglin PR is a [marketing and PR firm in Oklahoma City](#) that specializes in communication strategy and implementation. The firm provides services ranging from strategic planning to customer, community and media outreach.

+ About our Culture +

We are high-performing professionals who take a collaborative and thoughtful approach to helping clients. Communication is key. Members of our team should have experience digging deep into client projects, think and work creatively to achieve results and thrive in a team environment. We enjoy our work, value our colleagues' expertise and are eager to grow. Anglin PR is committed to equity in our hiring process and we welcome applicants of varied backgrounds who meet the below qualifications.

+ The Job +

Anglin PR is hiring a [Digital Content Specialist](#) to participate with the team in the implementation, strategy and maintenance of client programs and campaigns. This team member will have marketing and PR experience with a specialty in organic and paid digital outreach, digital analytics reporting, website creation and social marketing.

The [Digital Content Specialist \(DCS\)](#) is a knowledgeable and experienced professional who has experience with creating robust digital strategies, generating, placing and maintaining digital and social advertising campaigns, implementing SEO strategies and monitoring results. They are responsible for implementing tactics, monitoring progress and reporting on results to colleagues and external stakeholders at regular intervals, with a special focus on websites and social media. The DCS may also meet with clients, determine needs, develop solutions, plans and programs to meet those needs. The DCS may play a project management role or may report to other team members, depending on their project management experience.

The Skills

- + Digital experience:
 - Google Ads and Facebook Advertising
 - Website creation and strategy following SEO best practices
 - Analytics & results monitoring and reporting
 - Campaign management
 - Research
- + Strategy and messaging
- + Content generation
- + Social experience: organic posting, monitoring and responding
- + Writing and editing

The Responsibilities

- + Understand clients' needs and objectives by learning about client industries.
- + Keep in regular contact with account lead, discuss needs, develop campaigns, provide analytic reports, and assess progress.
- + Digital advertising specialist, including Facebook, Instagram, Twitter, Google Search & Display, LinkedIn and more
- + Blogs, articles, news releases and other written content
- + Website creation and updates
- + Writing social media content calendars and scheduling
- + Electronic newsletters/email marketing: content, graphics, distribution lists and analytics

Requirements

- + Bachelor's or higher degree or equivalent experience
- + At least 3 years of experience in marketing and communications, especially using digital and social tools.
- + Experience creating content and using digital tools, including: Google Analytics, web creation such as WordPress, Wix or Weebly, social media scheduling and monitoring, and email marketing
- + Experience with social and digital ad serving tools such as Facebook Ads Manager and Google Ads.
- + Strong interpersonal and relationship building skills, experience in dealing with multiple and diverse stakeholders.
- + Strong writing skills.
- + *Must be available at least 40+ hours a week and to work in person at Anglin PR's Oklahoma City office at least 2 days per week, but sometimes more. We allow some work-from-home scheduling. (Remote position possibility for out of state workers)*

Salary

- + \$40,000 - \$50,000 annually

+ Please submit your resume and portfolio +

2 websites you created, 2 samples from 2 digital marketing campaigns

Anglin Public Relations

jobs@AnglinPR.com

no phone calls, please