



Live Happy.

Job Description

Job title	<i>Digital Media/Content Creation Specialist</i>
Reports to	<i>Assistant General Manager</i>

Job purpose

Create and promote the CCAC digital content to aid in the success of marketing campaigns.

Duties and responsibilities

- Develop and implement content strategies to increase engagement and grow our online presence across social media, email newsletters, blogs, and the website.
- Create high-quality, engaging written content for various channels, including social media posts, blog articles, and email campaigns.
- Produce visual content, including photography, videos, graphics, and reels, that aligns with the club's brand identity.
- Plan, execute, and monitor content calendars for regular publishing schedules.
- Collaborate with the marketing team to promote events, classes, and special programs, such as partnerships with local universities or upcoming facility upgrades.
- Assist in developing content for member spotlights, employee spotlights, and community outreach initiatives.
- Monitor social media and website analytics to measure content effectiveness and adjust strategies as needed.
- Manage club internal marketing ensuring flyers, TVs, and any other marketing is current and on brand.
- Assist with reviews and answering customer inquiries via review portals and online sources (i.e. CCAC meta and Instagram pages).
- Communicate effectively with 3rd party vendors regarding upcoming marketing campaigns and club initiatives.
- Ensure all communication and marketing needs are delivered in a timely manner to department managers
- Other duties as assigned.

Qualifications

- Bachelor's degree in marketing, communication, or related field
- 2+ years' experience in digital marketing and social media
- Strong familiarity with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)
- Knowledge of project management and web design best practices
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
- Strong written and verbal communication skills
- Proofreading and Editing experience preferred
- Strong Customer Service Skills
- Good Research Skills
- Graphic Design experience preferred.

Working conditions

Flexibility required. Weekdays, nights and weekends, 40 hours per week.