



The Content Strategist will work on all marketing, advertising, and social media initiatives in an effort to increase overall brand awareness and positioning. This role supports the acquisition of new customers & prospects while strengthening relationships and maximizing the value of existing customers. The Content Strategist is an influential Brand Ambassador that keeps the brand's priorities top of mind, while representing the brand daily.

#### Job Responsibilities:

- Plans, writes, and edits compelling content, and launches content across all company social media channels including but not limited to Facebook, Instagram, Twitter & Pinterest
- Leverage & facilitate User Generated Content in marketing strategies by incorporating a visual marketing platform
- Use data, research and brand philosophy to shape narrative and create content experiences tailored to target audiences (B2B.B2C)
- Create and manage social media campaigns, monitoring engagement and analyzing data
- Analyze all social content and stories, gain competitive intelligence and report these insights on a weekly and monthly basis
- Manage content marketing campaigns
- Implement SEO best practices and build strategic partnerships
- Define KPIs, measures campaign effectiveness, engagement and funnel
- Maintain a thoughtful, insightful and engaging dialogue with the core consumer on all social channels
- Ensures branding consistency, clarity and quality of all marketing communications
- Identify and develop relationships with brand appropriate influencers to integrate into social communications
- Manage all influencer relationships and programs with the brand
- Partner with leadership team on all new and existing licensees and partner stores marketing
- Liaise with digital agency on our paid social to ensure we are meeting the proper KPI's
- Monitor conversations on social media properties; escalate to appropriate internal contacts to respond promptly and effectively
- Develop strategies to support product launches and to increase conversions around our editorial calendar/brand stories
- Stay abreast of key industry trends, best practices, and competitive insights and emerging social media trends such as photography, postings, hashtags, etc.
- Identify and propose new opportunities appropriate for the brand

#### Position Requirements:

- Demonstrated passion for storytelling
- Excellent writing skills
- Video Production, ability to tailor content for digital/social platforms
- Social Media management experience
- Analytical ability to gather key business and user insights to apply strategic planning
- Planning skills to create and carry out long term vision
- Project management experience
- Firm understanding of user experience
- Strong SEO (search engine optimization) and SEM (search engine marketing) skills
- Demonstrated creativity and documented implementation of marketing initiatives in a premium product environment with a focus on children and millennial parents
- Strong background in media & kid's entertainment
- Expansive knowledge of publishing and advertising landscape
- Excellent verbal and written communication skills and an ability to work individually on a project or in a team environment



- Exhibits an in-depth understanding of marketing and social landscape, best practices, metrics, and industry benchmarks
- Strong, strategic thinker, able to handle the execution of all tasks both large and small
- Outstanding organizational skills and the ability to handle multiple projects simultaneously while meeting deadlines
- Flexibility with schedule

Education and Training:

- 3-5 years' experience in marketing/social media
- Background with creating and executing advertising initiatives across all channels
- Strong experience with social media platforms, advertising & analytics, MS Office & Adobe Photoshop
- Proficient in analytics suites and Digital Tools preferred
- Programming experience
- Video/Photography experience a plus

**About Trebco Specialty Products, Inc.**

Trebco Specialty Products, Inc., is the parent company of the award-winning, WubbaNub Pacifier brand. Headquarters are located in Orange, CT.