



## B&W Trailer Hitches

### Content Manager

#### Job Duties

The marketing department at B&W is responsible for growing sales and brand awareness. The content manager's duties can range from the development of marketing campaigns, to the execution of those initiatives through many channels. Some of the duties expected to be performed by a content manager include:

- Help to design and implement successful marketing campaigns
- Develop a content strategy aligned with marketing campaigns
- Create and publish engaging content in accordance with an editorial calendar
- Liaise with photographers and videographers
- Manage content distribution to online channels and social media platforms to increase web traffic
- Analyze and report web traffic metrics

#### Requirements

To perform his/her tasks successfully, the content manager will be expected to possess the following skills, abilities and knowledge.

- BA/BS degree in marketing, communications, or equivalent working experience.
- Experience producing content for the web and/or social media.
- Exceptional writing skills, as well as the ability to adopt the brand voice.
- An analytical mind and interest in using data to optimize marketing strategies and tactics.
- Excellent organizational skills to work independently and manage projects with many moving parts.
- Proficiency with MS Office required. Adobe Creative Suite, particularly Photoshop and InDesign, is a plus.

#### Salary and Benefit Package

Salary for this position will be based on job experience and employment history and longevity. Benefits include health insurance, vacation, 401K and ESOP.

Resumes may be e-mailed to [julianastevenson@turnoverball.com](mailto:julianastevenson@turnoverball.com)