

Greater Cleveland Partnership Job Description

POSITION TITLE:	Content Strategist
TEAM:	Membership Marketing and Development
REPORTS TO:	Senior Director, Content and Corporate Communications
FLSA CLASSIFICATION:	Exempt

POSITION SUMMARY:

Acting as a Multi-Media Journalist (MMJ), the Content Strategist is responsible for identifying, creating, and distributing dynamic and relevant content in a variety of formats that is in support of Greater Cleveland Partnership's dual communications objective of further solidifying GCP's unique purpose and brand and building business confidence in the region. In collaboration with the Senior Director, Content and Corporate Communications, this individual will consider GCP's various audiences to develop valuable and motivating multi-media content, such as business success stories, interviews, photo essays, and profiles and testimonials that elevate our objective of building a Great Region on a Great Lake.

ESSENTIAL FUNCTIONS:

- Identify and develop content primarily for use on social media and other digital platforms that supports the business confidence campaign and engages and motivates key audiences as measured by determined qualitative and quantitative metrics.
- Source relevant and timely content to share with audiences by gathering assets and information "out in the field" for engaging and impactful stories by attending events, conducting interviews, and visiting businesses of all sizes.
- Produce, direct, and edit short form videos with quick or same day turnaround to share on GCP digital communications platforms and partner platforms.
- Write short and long form news articles and features on deadline, with excellent grammar and writing skills.
- Work with partners to tell the stories of collaboration and highlight the importance of the "all-in" vision and set of values.
- Develop shareable content using text, images, videos, and livestreams that utilize current social media trends and updated ranking and sorting social media platform algorithms that supports and communicates the GCP's unique purpose and brand.
- Stay connected to success stories across the region and re-broadcast others' stories (from media, partners, industry publications) working with the GCP digital platforms and other direct channels.
- Partner with members of the GCP strategic communications team to ensure developed content is being shared and utilized across all available and appropriate platforms and channels.
- Support the development of communications strategies to members based on designated interests and information.
- Other job-related functions as assigned.

EDUCATION AND EXPERIENCE:

- Bachelor's degree in journalism, marketing communications or related field
- Three to five years related work experience in broadcast news, multimedia content creation, etc.

REQUIRED SKILLS:

- Experience with and developing compelling content for social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, TikTok)
- Excellent attention to detail and deadline driven
- Must have excellent written and verbal communication skills
- Strong technology skills including high proficiency in Microsoft Word and Adobe Creative Suite
- Creative approach to problem solving and conflict/negotiation skills
- Ability to manage multiple projects, prioritizing workload as needed
- Ability to manage external resources

PHYSICAL REQUIREMENTS:

- May be required to work more than 8 hours during a workday
- Sitting for long periods of time
- Ability to drive to meetings and offsite events
- Significant manual dexterity for keying in data for long periods of time

SCHEDULING REQUIREMENTS:

- Must be available to work occasional off-hours
- Must be available during standard business hours
- Incumbent has the flexibility to schedule activity with the approval of supervisor
- Aspects of this position may be performed from a remote location with the approval of supervisor.