



Content Marketing Specialist

Marketing Department

Dixie Tech is in need of a talented Content Writer to create compelling blog posts, white papers, product descriptions, social media content and web copy. We're looking for someone who will help us expand our digital footprint and drive more value through online content. The ideal candidate should have a proven track record of producing pieces that increase engagement and drive leads. This position requires a high level of creativity, as well as the ability to use data-driven insights to write better material. The successful candidate should also be detail-oriented and committed to meeting tight deadlines. Preference will be given to those with a strong writing portfolio, bachelor's degree and relevant work experience.

Dixie Tech is a public technical college located in a new state of the art campus in St. George, Utah. The College has 26 programs, nationally accredited by the Council on Occupational Education, which offer certificates in high-demand, high-pay professions.

The position will pay \$20 per hour, and can either be 28 hours per week as a part-time employee or 40 hours per week as a full-time employee.

Responsibilities

- Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content
- Create content for marketing campaigns to drive leads and subscribers. Use SEO best practices to generate traffic to our site
- Regularly produce various content types, including email, social media posts, blogs and white papers
- Produce well-researched content for publication online and in print
- Follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials
- Actively manage and promote our blog, and pitch articles to relevant third-party platforms
- Edit content produced by other members of the team
- Analyze content marketing metrics and make changes as needed
- Strictly adhere to Dixie Tech's style guide and policies for publication
- Collaborate with other departments to create innovative content

Position Requirements

- Bachelor's degree in English, Journalism or related field
- Knowledge of digital marketing tactics, including SEO, email marketing and web analytics
- Applicants should be prepared to provide a portfolio of their work upon request

- Excellent writing skills, demonstrated in a professional portfolio, as well as the ability to communicate and collaborate effectively
- At least three years of experience writing in a marketing environment
- Ability to work independently with little or no daily supervision, and meet tight deadlines
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Ability to communicate with students, staff, and colleagues; read materials; operate personal computer and audio-visual equipment; stand or sit for up to one to two hours at a time; move around campus for classes and meetings.
- The employee is occasionally required to sit, stand, reach, lift, bend, kneel, stoop, climb, push and pull items weighing 25 pounds or less. The position requires manual dexterity; auditory and visual skills; and the ability to follow written and oral instructions and procedures.

Employees and potential employees are subject to a criminal background check and drug testing.

Dixie Technical College is an equal opportunity employer. Hiring is done without regard to race, color, religion, national origin, sex, sexual orientation, gender identity, age or disability. Dixie Technical College is an equal opportunity employer.

While we thank all applicants for applying, only those being actively considered for employment will be contacted during the selection process. The position is open until filled.

To apply please submit a resume to hireing@dixietech.edu