



driveresearch

Content Marketing Specialist

Job Description

August 2021

**Better data.
Better decisions.
Better strategy.**



Summary

Want to work for a growing market research company in Central New York? We need your help. We're looking for a Content Marketing Specialist to join the Drive Research team and become a key player on our team. In this role, you'll have heavy involvement in planning, developing and implementing the company's business development, content, and social media strategy.

Minimum Position Requirements

- A minimum of one year of experience in content creation, marketing, communications, and social media.
- Bachelor's degree in literature, journalism, marketing, communications, or something similar.
- Strong knowledge of various content platforms such as blogs, social media, and email.
- Strong understanding of search engine optimization and other content best practices.
- Familiarity with pay-per-click advertising.
- Familiarity with graphic design platforms such as Canva.
- Excellent verbal and written communication skills.
- Knowledge of Microsoft Office: PowerPoint, Excel, and Word.

Job Duties

- Work closely with the Marketing Manager to oversee the content and social media marketing strategy of the company.
- Responsible for writing, editing, and developing content for online marketing channels such as blog posts, guides, website, digital ads, email, press releases, scripts, and more.
- Ensuring that SEO and SMO strategies are effectively implemented.
- Creating and administering organic content on all social media platforms, such as LinkedIn, Facebook, and Instagram to build an audience and ensure customer engagement. It includes both copy and graphics.
- Executing paid Facebook campaigns to find and source potential market research participants.
- Executing PPC campaigns.
- Working with Fieldwork Manager and Research Assistant to brainstorm survey topics that will interest from media and news outlets.
- Working in our CRM software, assisting with scripts and online chat inquiries, and assisting in drafting proposals for the VP and President.
- Writing, designing, and sending weekly e-Blasts for blog post subscribers.
- Join the VP of Strategy and President on business development calls to take notes in our CRM and aid in the development and assistance in proposals.



Other Details

- **Workplace flexibility:** Our office and focus group facility is located at 6702 Buckley Rd. in Syracuse, yet we offer full remote flexibility for the position. We embrace and encourage you to work wherever you are most productive. Success is based on what you do, not where you do it. Before and after COVID, employees were and will be encouraged to work at the office. We entice our employees to get together in-person with on-site happy hours, Nintendo, ping pong, and a slew of snacks at the office. Each employee develops their own mix of in-office work versus remote work.
- **Extensive paid holidays:** Drive Research is closed on the following holidays (many of which your friends will be jealous of): New Year's Day, Martin Luther King Jr. Day, Presidents' Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Columbus Day/Indigenous Peoples' Day, Veterans Day, Thanksgiving Day and Black Friday, and Christmas Day (December).
- **No policy for vacation or time off:** You take the time you need when you need it. We are flexible with your schedule, and we expect you to take full ownership of your work and your deadlines. It's a true give and take employee-to-company relationship, and we all put a lot of trust in each other to step up when needed and kick-up and relax to take that time back when you can.
- **Competitive salary, bonus, and benefits.** In addition to your salary, you will receive a bonus at year-end based on your attainment of business development goals, company success, and your productivity. A quarterly commission program is also available for your role in sales calls and business development. Drive Research offers healthcare benefits with a contribution to your plan through our PEO. A Simple IRA plan is offered after 1-year of employment with a 3% company match. We also provide paid dental and life insurance plans.
- **Equipment and swag:** Our team members are equipped with a Dell Latitude laptop with a wireless keyboard and mouse and work backpack. It's all part of the killer welcome package you receive during your onboarding and training.



We work with the best clients at our market research company. *No really, we do.* The portfolio of clients for Drive Research includes companies and organizations in Syracuse, across Upstate New York, across the country, and throughout the world. Our market research company has fueled better customer experiences for some of the most renowned and prominent organizations. The custom-built market research at Drive Research has educated our clients to help them better profile customers, understand buyer motivations, determine drivers to loyalty, and improve their marketing campaigns' ROI.



Our 4 Core Values



Responsiveness

We eat, sleep, and live market research. To accelerate insights, we prioritize communication. Our team follows-up with clients immediately, pushes the status quo for turn-around time, and creates a new definition for fast. We put in the extra time that other market research firms do not (because we enjoy it).



Growth

We invest in our employees, our company, our culture, our clients, and the community. We want our staff to grow personally and professionally while also helping our clients' organizations grow. Our give-back program donates a portion of revenues for each project, which also helps grow our community. Everybody wins.



Perspective

Market research focuses on others' perspectives, opinions, and beliefs. We employ the same strategy with our market research clients. We center our entire business model around you. We walk in your shoes from research design to analysis, through recommendations. We answer your questions before you ask.



Drive

After all, it is our name. Drive Research is more than just data-driven strategies. Drive relates to our passion for our work, flexibility in our work environment and with client projects, and the impact and ROI our market research generates. We ask more from our market research, you should too. We believe in better.



Contact us



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