

Content Marketing Associate

at K2 Dental Arts

K2 Dental Arts is looking for an experienced full-time writer for our marketing department. You are a wordsmith with a true interest in marketing analytics. You want to understand what your audience truly cares about and are able to address their needs in clear and concise language. As part of this role, you will develop and implement a strategic content plan, create compelling and innovative content, and use analytics tools to track performance for K2 Dental Arts and its sister company Paramount Dental Studio (paramountdentalstudio.com/). Founded in 2013, K2 has ranked on the Inc 5,000 list of fastest-growing companies four years in a row and we are looking for an eager and ambitious new team-members to join the growing team.

Responsibilities

- Write interesting and compelling texts in a variety of formats (print brochures, ads, web pages, digital newsletter, customer marketing emails, blog articles, social media content, event descriptions, case studies, infographics etc.)
- Develop and execute strategic content plan
- Improve existing marketing strategy (incl. a content gap analysis) and contribute ideas for new plans and initiatives
- Independently manage multiple projects from start to finish while working closely with the customer service team
- Create inbound marketing campaigns to increase sales and brand promotion
- Analyze marketing campaigns and use the data from various marketing analytics tools to optimize marketing strategy
- Build and maintain a content calendar and a content library to support marketing and overarching business initiatives
- Work closely with graphic designer, video editor and media buyers to generate marketing materials, publish content, make edits and updates, and to create visually informative piece such as infographics, video ads and how-to guides
- Assume primary responsibility for all digital content to ensure consistency
- Represent the company at several trade shows, conferences, and client events
- Contribute to internal marketing guidelines and customer-interaction playbook
- The Content Marketing Associate reports to the Director of Marketing

Requirements

- Bachelor's degree required; English language or writing major preferred
- 0–5 years of experience in a content-related role (entry-level marketing position)
- Demonstrated ability to write high-quality, succinct, and meaningful content on complex topics
- Genuine interest in understanding what matters to clients and how to communicate with them about their business priorities and interests
- Proficiency in technical distribution of content through various channels (print, ads, website, newsletter, email, social media)
- Familiarity with and genuine interest in using various marketing analytics tools, incl. Google Analytics and HubSpot, to track performance of all marketing channels
- Understanding of search engine optimization best practices and tools
- Able to coordinate with multiple stakeholders and perform in a fast-moving and quickly-growing work environment
- Entrepreneurial mindset, self-driven, independent thinker with strong team player abilities
- Detail-oriented, organized, and able work on multiple tasks at the same time
- Working knowledge of common computer applications such as word processing, spreadsheets, email systems
- Dental or technical knowledge is not required but expected to be learned for the position
- Writing samples required
- Bonus: Experience executing a marketing campaign on a social media platform or Google Search
- Bonus: Familiarity with dental, medical or technical content creation
- Bonus: Ability to use SquareSpace, blogging, graphic design and/or video editing

Salary and Benefits

- In-person position Mon–Fri 8am–5pm in Charlottesville, VA (this is not a remote position)
- Salaried: \$60,000 – \$65,000, depending on experience
- 8 paid holidays
- 14 vacation days with opportunity to increase each year
- Dental, health, vision, and life insurance
- Free coffee, your choice of snacks and office budget for team lunches
- A positive, engaging work environment with a close-knit team