



EAGLE

Marketing Content Coordinator

About Us: With over 30 years of experience, Eagle Industries is a leader in jobsite protection solutions. Eagle is committed to ensuring the safety and productivity of customers across diverse jobsites by supplying top-quality products and solutions. We are on a mission to maintain the highest standards of site safety through our extensive range of offerings.

The Role: The Marketing Content Coordinator will be responsible for creating, managing, and optimizing content across various platforms to support our marketing strategies. This role will work closely with Marketing Operations Coordinator, Graphic Designer, and Chief Marketing Officer to ensure cohesive and effective marketing campaigns. The ideal candidate is a creative thinker with excellent project management, writing skills and a strong understanding of content marketing best practices. This position reports to the CMO.

Job Responsibilities:

- Develop and execute a content strategy that aligns with the company's marketing and growth goals.
- Product content for all marketing channels, including social media, email, website, blog, video, and sales enablement.
- Continuously monitor and optimize content to drive SEO.
- Collaborate with the graphic designer, marketing operations, and freelancers to manage and deploy content for multiple projects, products, and campaigns.
- Coordinate with freelancers to manage project timelines and ensure timely content delivery.
- Maintain the content calendar and provide necessary creative assets to marketing operations.
- Work on boosted content and paid content promotion with marketing operations and freelancers.
- Monitor industry trends and media outlets for relevant opportunities and make content recommendations.
- Track the performance metric of content and recommend modifications for improvement.

Job Requirements:

- Bachelor's or Associate's degree in marketing, social media, graphic design, or related field.
- 3+ years of experience in marketing/digital marketing
- Excellent writing, editing, and proofreading skills.
- Experience in Microsoft Office Suite, Adobe Creative Suite, Google Ad Platforms, video editing software, data analytics, and content management systems.
- Strong understand of marketing functions, SEO best practices, and email marketing processes.
- Basic knowledge of graphic design, photography, and video fundamentals.
- Ability to work collaboratively in a team environment and manage multiple projects simultaneously.
- Creative thinker with a strong attention to detail and passion for storytelling.
- Familiarity with the construction industry or B2B marketing is a plus.

As an equal opportunity employer, we consider applicants for all positions without regard to race color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status.