



<b>Job Posting #:</b>	42FB12232024	<b>Posting Type:</b>	External
<b>Job Title:</b>	Brand Content Specialist	<b>Grade/Classification:</b>	102-104/Non-Exempt
<b>Department:</b>	Communications and Public Relations	<b>Location:</b>	Fredericksburg, VA

### Job Description

#### OVERVIEW

The Brand Content Specialist will collaborate with the Communications and Public Relations department staff to develop content strategies that support REC's marketing and communication efforts. Strategies developed must align with REC's strategic plan and achieve the goals and objectives for initiatives supporting efforts company-wide. This role includes content creation including some writing, editing and graphic design, oversight of advertising campaign creation, advertising placements, and marketing efforts across digital and traditional channels. The Brand Content Specialist will also collaborate with internal teams, key stakeholders and REC's affiliates to ensure cohesive marketing and communication strategies that enhance REC's brand and member engagement.

*The role will be filled at the appropriate level—I, II, III, or IV—based on the candidate's education and relevant experience.*

#### ROLE AND RESPONSIBILITIES

- Collaborate with team members to develop and execute content strategies that align with REC's marketing and communication objectives, ensuring effective engagement across digital and traditional platforms, including REC's website, social media, newsletters, and other communication channels.
- Collaborate with team members to develop and execute content strategies that increase engagement and improve member satisfaction.
- Create editorial calendars for content strategies, ensuring all deadlines are met, and content is produced in line with REC's strategic goals.
- Collaborate with the Communications and Public Relations department staff to integrate the editorial calendars into REC's master communications calendar.
- Collaborate with Communications and Public Relations department staff to create marketing and advertising content for both digital (streaming, social media, email, web) and traditional (print, radio, TV) marketing channels, ensuring brand consistency.
- Support advertising and targeted marketing efforts for the cooperative's products and services.
- Support the marketing initiatives of REC affiliates by developing content that aligns with their brand strategies.
- Collaborate with the Communications and Public Relations Generalist on the placement of advertising across digital and traditional media channels, working with vendors and internal teams to ensure alignment with REC's broader marketing strategies.
- Collaborate with the Managing Director and Director to develop advertising campaigns and coordinate advertising campaigns creation with support from designers and content creators.
- Support the development of creative marketing and advertising campaigns that align with REC's strategic goals.
- Track and analyze the performance of advertising campaigns, making recommendations for adjustments to improve ROI.
- Develop and implement content and social media campaigns that enhance REC's online presence.
- Collaborate with the Communications and PR team to create visually compelling content to support strategies and social media content that aligns with REC's brand identity.
- Analyze the performance of content across different channels (digital, print, social) and use data to refine and optimize content strategies.
- Conduct audience analysis to tailor content strategies to better engage with different member segments and communities.
- Perform other duties as assigned.

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS

Bachelor's degree in Communications, Marketing, Digital Media, or a related field required. Minimum of 1 year of experience in content development, digital marketing, or communications.

The ideal candidate will have experience in digital marketing, social media, and SEO optimization. Experience developing and executing content strategies across multiple platforms, including social media, print, and digital. Strong copywriting, editing, and content development skills, with the ability to adapt content for different formats and audiences. Knowledge of digital content trends and experience optimizing content for online engagement. Strong organizational skills to manage multiple content production timelines and ensure that all content is delivered on time and within budget. Experience tracking and monitoring content for consistent quality and performance to identify areas for improvement.

The work is primarily performed at REC's administrative office in Fredericksburg, VA, with some travel required for activities at other offices, meetings, company-wide events, and community events. Flexibility in work hours is required, especially during media events, crisis communications, or emergencies. Occasional travel may be necessary for attending events or conferences.

#### HOW TO APPLY

**Internal Applicants:** Interested parties should submit an internal application via the HR HUB

**Applicants:** Use our <https://www.myrec.coop/careers> to apply for the opportunity. Please indicate the Job Posting ID #42FB12232024

**Deadline: Open Until Filled**

\*The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as a complete list of all responsibilities, duties, and skills required of personnel so classified.