

Social Media and Content Strategist

Eighty Digital is looking for a talented writer and social media creator to craft engaging content for a variety of local businesses.

In this role, writing will be a big part of your day as you create posts, messaging, and campaigns across multiple social media platforms.

We're looking for someone who enjoys writing, pays attention to detail, and brings **positive energy to a collaborative team environment**. If you like staying on top of social media trends, sharing ideas, and helping businesses connect with their audiences, we'd love to meet you.

While writing and content creation are the primary focus, you'll also contribute ideas to social media strategies and marketing campaigns for clients.

Salary: Depends on Experience

Location: Warsaw, Indiana (*Must be Available In-Person*)

Who This Role Is Perfect For

This role tends to be a great fit for someone who:

- Enjoys writing every day and takes pride in crafting clear, engaging content
- Likes switching between different brands and industries throughout the day
- Pays close attention to details, grammar, and tone
- Enjoys collaborating with designers, marketers, and team members to improve ideas
- Likes keeping up with social media trends and new platform features

What You'll Be Doing

Writing & Content Creation (Primary Focus)

This role involves **daily writing and content planning for multiple clients and brands**.

You will:

- Write engaging **social media content for multiple client accounts**
- Adapt tone and voice for different brands and industries
- Research industries to create relevant and engaging content
- Edit and refine content for clarity, accuracy, and brand consistency
- Collaborate with designers to align messaging with visual content

Social Media Strategy & Management

- Develop social media strategies for client accounts
- Plan and schedule content across platforms such as Facebook, Instagram, LinkedIn, and TikTok
- Audit existing social media accounts and recommend improvements
- Monitor engagement and respond to comments or messages when needed
- Review basic performance metrics and engagement data to help improve content and posting strategies
- Stay up to date on platform changes and trends

Marketing Strategy Support

- Assist with client marketing plans and campaigns
- Conduct marketing audits and identify opportunities for improvement
- Use analytics tools to evaluate campaign performance
- Collaborate with internal teams to execute marketing strategies

What We're Looking For

Required

- **Excellent writing and editing skills**
- Ability to write for **multiple brands and industries**
- Experience writing **social media content or marketing copy**
- Strong attention to detail and proofreading ability
- Basic understanding of **digital marketing and social media strategy**
- Ability to manage multiple projects and deadlines
- Comfortable working in a collaborative team environment

Preferred

- Experience managing social media accounts
- Familiarity with social media schedulers
- Knowledge of paid social advertising
- Experience creating video content for social media
- Experience in Adobe Creative Suite or other creative software
- Comfortable appearing in occasional social media videos or stories

Application Requirements

To be considered, applicants should provide:

- **Writing samples or a portfolio**
- Examples of **social media content or marketing copy**
- Applicants who **include a short note explaining why they enjoy writing** or social media will be prioritized.

What We Offer

- Health insurance is not provided
 - Pay increases available as skills develop
 - Partial work-from-home opportunities
 - 10 paid vacation days after the first 60 days
 - Paid holidays include:
 - New Year's Day
 - Memorial Day
 - Independence Day
 - Labor Day
 - Thanksgiving Day
 - Christmas
 - Additional PTO and sick leave available upon request
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Why Join 1Eighty Digital?

- Work with a **creative and collaborative team**
- Contribute ideas and shape real marketing campaigns
- Help local businesses grow through strategic marketing
- Gain experience across multiple industries
- Opportunities for **skill growth and advancement**