

STURGIS BUFFALO CHIP®

Position: Content Specialist

Start Date: Immediate

Hours: Full Time

Objective: Aid in the creation and implementation of Sturgis Buffalo Chip content as part of larger department-wide marketing objectives.

Job Description:

- Manage social media platforms of the Sturgis Buffalo Chip and its clients.
- Support and promote content and events coordinated by business partners and sponsor brands.
- Collaborate with marketing team to strategize campaigns and to create and implement supporting content.
- Respond to online customer service inquiries.
- Produce live video content within Buffalo Chip events.
- Manage writing assignments including blog posts and web content.
- Administrate various online and onsite promotions.
- Provide support for Program Managers as needed.

Qualifications and Skills

- High school diploma required. Completion of collegiate-level coursework in journalism, mass communications, marketing or related field preferred.
- Strong written and communication skills.
- Strong organizational skills and attention to detail.
- Self-motivation.
- Ability to operate largely unassisted.
- Ability to manage multiple tasks at the same time.
- Ability to budget time efficiently in order to meet deadlines.
- Comprehension of AP Style.
- Experience with Adobe Photoshop, Microsoft Word and social media platforms.
- Familiarity with trending social media tools.
- Basic understanding of SEO preferred.
- Experience in photography preferred.

To apply, submit a cover letter and resume to:

Daymon Woodruff

daymon@buffalochip.com