

Content Marketing Specialist

About the Role

We are looking for a creative and ambitious up-and-coming marketing professional to create content for Rubix Foods' digital and social channels. In this role, you'll strategize, develop and publish content that engages some of the world's biggest and most exciting food brands. Reporting to the VP of Marketing, you will work with a cross-functional team of marketers, chefs and scientists to bring strategic initiatives to life with creative content that educates and engages our network of food industry operators. The ideal candidate is an extremely passionate creator, well-versed in social media and the role digital platforms play in driving awareness and brand building. To be successful, you must be a proactive self-starter with killer creative instincts and the ability to transform complex topics into engaging content that resonates with diverse audiences.

Key Responsibilities

- Plan, create and publish new content that builds community, increases brand awareness and encourages employees and customers to engage.
- Collaborate with various cross-functional team members to develop, implement, and manage editorial and content calendars.
- Collaborate with third-party creative teams to design compelling campaigns that resonate with key audiences and deliver against company strategies.
- Identify and brief team on content opportunities and trends associated with current and emerging platforms.
- Develop a consistent stream of content ideas and assets that align with our strategic initiatives and resonate with our target audience(s).
- Optimize digital channel profiles including bios, links, profile images, and cover images as necessary.
- Respond to and amplify real-time opportunities with high-profile accounts.
- Monitor customer and competitor content for inspiration and reactive opportunities.
- Monitor engagement on our owned content to build insights and report on performance.
- Manage the track and reporting of content performance against established KPIs and brainstorm ways to grow engagement via paid and organic tactics.
- Live by the Rubix Core Value Blocks: You must be Bold, a Leader, Open-minded, Creative, Knowledgeable, and Selfless.

Required Qualifications

- Bachelor's degree plus 1-3 years' experience in social media or content creator role
- Experience developing content for brands on social media
- Experience managing a brand on social media
- Experience creating graphics, photography and video production
- Excellent creative writing and communication skills
- Strong ownership, ability to work independently and juggle multiple projects
- Engaging personality who can build trusting relationships
- Must be available to work in-office, in Jacksonville, Florida



Preferred Qualifications

- Experience working in B2B
- Design experience using tools like Adobe Suites, Canva, WordPress, etc.
- Video editing experience
- Portfolio or content samples available

Compensation / Benefits

- Competitive salary commensurate with experience
- Annual bonus potential
- Generous PTO plan
- Retirement / 401k plan
- Health, dental, and vision coverage

About Rubix Foods

At Rubix, we believe big problems lead to big opportunities. We're a team of movers, shakers and tastemakers from all walks of the industry ecosystem and together, we tackle some of the toughest challenges in food – from research to rollout – at unparalleled speed. That's why so many of the biggest, most exciting brands in the world come to us for their flavor and ingredient needs... Their problems give us purpose. In fact, we love problems so much, we built a place to chew on them every day. Our new 50,000 sq. ft. first-if-its-kind Innovation Center is a foodie's playground, fostering greater creativity, collaboration and possibilities in the development of food. And we're filling it with the best and brightest minds in the biz. Do you love problems? Good. You might be one of us. #WeLoveProblems

Qualified candidates may also submit their resumes and portfolios/content samples via email to Shannon O'Shields at soshiields@rubixfoods.com with "Content Marketing Role" in the subject line.