



CULTIVATE

Content Marketing Coordinator

Boulder, Colorado

Full-Time Position

Company Overview

Cultivate is a gifting company based out of Boulder, CO that specializes in on-site gift experiences for corporate events, meetings, and incentive travel. Since 2010, Cultivate has gifted hundreds of top-performing employees on behalf of the companies they work for. Cultivate's on-site gift experiences are designed to help every guest select a gift they truly love from a wide variety of categories.

In addition to its full-time employees, Cultivate has 100+ independent contractors to service gift experiences at events in key markets including California, Florida, Arizona, Hawaii, the Caribbean and other resort destinations around the globe.

What We Need

Cultivate is currently recruiting for a full-time Content Marketing Coordinator based out of Boulder, CO. The ideal candidate will be a team player who is able to work closely with the events, marketing, sales, merchandising and Artifact teams. They will be self-directed, proactive, and ready to define and execute projects independently. Reporting to the Director of Marketing, this individual will need to be passionate about developing consistent content across all channels including but not limited to website, blog, white papers, video, marketing materials, and social platforms.

Who You Need to Be

You see the big picture while paying close attention to the details. You are self-motivated, have a positive attitude and are always willing to tackle the task at hand. You do more than write. You define, research, build and communicate the story in everything you create. You know your audience(s) and how to reach them. You understand the importance of company brand, brand voice, and brand identity, and know how to bring each of them together. When people read what you've written, they instantly recognize it as the voice of Cultivate. You don't need someone to micro-manage your every move, but you do appreciate direction and constructive critique.

What You Will Do

In this role, you will develop Cultivate's image as the Gift Experience Experts through content and assisting with all marketing initiatives keeping the Marketing Team on track to achieve the overall company marketing strategy. You will conduct industry and market research and interviews to generate impactful white papers, articles, blog posts, social media posts, and email marketing campaigns.



Other job roles and responsibilities will include the following:

- Stay up-to-date on market and industry trends to produce valuable, customer-focused content.
- Self-manage the production of content across all marketing channels to ensure deadlines are met consistently.
- Plan, align, and track content initiatives with a working content calendar and/or in Hubspot.
- Work with subject matter experts across our company, interview customers, and conduct additional external research to produce regular, ongoing content that matters to our clients.
- Develop intelligent, creative ways to repurpose content for other media, channels, and campaign needs.
- Be able to write impactful headlines and calls-to-action.
- Be prepared to write and communicate across a variety of media types including sales presentation decks, end of week newsletter, trade show materials, customer education pieces, case studies, product collateral, etc.
- A high level of accuracy and proofreading skills will be needed with a strong command of grammar and punctuation.
- Ensure consistent brand style, tone and voice is communicated in all content and writing initiatives.
- Strong understanding of how marketing serves the sales process and how relevant content should be created and delivered across the entire buyer's journey.
- Ability to travel occasionally to industry events and trade shows.
- Support marketing team on ongoing projects.
- Assist in research (competitor analysis), development, and implementation of our social strategy.
- Work closely with the Visual Marketing Coordinator and Graphic Designer to create content across all platforms.

Standout Skills

- Previous experience with Hubspot.
- Basic to intermediate knowledge of SEO best practices and how to effectively align content copy with targeted keyword phrases.
- Familiarity and comfort with Adobe Suite.
- Working knowledge of WordPress.

Must Haves

- Bachelor's Degree in Marketing or a related field.
- Minimum 2-4 years relevant online media communications, campaign management, social media management work experience, lead generation and brand building.
- Excellent writing, communication, and proofreading skills.
- Strong project and time management skills.
- Enjoys taking initiative to undertake or continue a task with a drive for thoroughness and accuracy.
- A solid understanding of lead generation and the sales process.

**Compensation and Benefits**

- Competitive based upon experience.
- Benefits including 401k (w/ 3% match) and insurance coverage.

To apply, send your resume as well as examples of your work to hannah@cultivatepcg.com.

The above description reflects management's assignment of essential functions; it does not prescribe or restrict the task that may be assigned.