**Georgia Department of Economic Development**  
**Position Announcement**

<table>
<thead>
<tr>
<th><strong>Title:</strong></th>
<th><strong>Content Specialist</strong></th>
<th><strong>Entry Salary:</strong></th>
<th>$50-55k commensurate with experience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Division:</strong></td>
<td><strong>Marketing, Communications &amp; International Engagement</strong></td>
<td><strong>Location:</strong></td>
<td>Atlanta, GA</td>
</tr>
</tbody>
</table>

The Georgia Department of Economic Development (GDEcD or “Department”) is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry, locating new markets for Georgia products, attracting tourists to Georgia, promoting the state as a location for film and video projects, as well as planning and mobilizing state resources for economic development.

GDEcD’s Marketing, Communications and International Engagement Division develops and manages marketing, communications and interactive needs for GDEcD; upholds brand standards; and maintains websites including Georgia.org, Gaarts.org, and ExploreGeorgia.org.

The Content Specialist reports to the Director of Communications and will spearhead the development and implementation of GDEcD’s content strategy. This includes creating a writing process and delivery strategy, managing a content calendar, contributing to social media posts, and, ultimately, creating compelling and well-researched content that drives website traffic and engages site visitors.

**Duties and Responsibilities:**

Primary duties include, but are not limited to:

- Producing high-quality web copy, articles and blog posts, email marketing messages, social media copy, and presentation content
- Serving as an exemplary writer, consistent with the organization’s voice and mission, crafting clean, concise, well-polished copy
- Editing content produced by teammates, including conceptualizing projects, overseeing development, and copy editing prior to publishing
- Continuously measuring and improving content performance
- Helping to build and maintain media planning calendar and written guidelines
- Working closely with senior leaders, marketing teammates, and other departments to create effective messaging that articulates core Georgia business benefits properly and consistently
- Interacting with MarComm specialists, graphic designers and internal team members to create and ensure consistent message
- Leading GDEcD to adopt better content creation practices through testing of new content formats and distribution channels, including the use of data visualization
Minimum Qualifications and Competencies:

- Bachelor’s degree in marketing, communications, journalism or related discipline AND 2 years of direct copywriting or content marketing experience
- OR 5 years of closely related experience
- Strong oral and written communication skills, along with excellent grammar, punctuation and spelling skills
- Ability to develop, organize, and maintain process documentation
- Ability to manage multiple projects and respond quickly in an environment of changing priorities
- Must be able to set relevant priorities on a daily basis as the job requires

Preferred Qualifications:

- Excellent knowledge of AP style and the ability to shift between various writing styles
- Proven ability to communicate in a clear, effective and persuasive manner
- Experience and demonstrated consistent performance in a deadline-oriented environment with tight time restraints
- Demonstrated ability to work productively with counterparts in a cross-functional capacity
- Results-oriented, with a proven ability to manage the priorities of multiple stakeholders in a complex environment and consistently meet deadlines.
- Editorial mindset that seeks to understand what audiences consume and how to create engaging content

Travel Required?  No
Nights, Weekends Required?  No

Deadline  Open Until Filled; Apply ASAP. Position will be filled as soon as a suitable candidate is identified.

Application Instructions: To apply for this position, you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at https://www.georgia.org/about-us/career-job-search. If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email jobs@georgia.org.

Additional Information for Applicants: All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.

To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.

Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.

Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.

GDEcD is an Equal Opportunity Employer