



## **ASSISTANT DIGITAL CONTENT MANAGER**

### **WHY WORK WITH EDULOG?**

As an employee at EDULOG you will have the opportunity to gain invaluable experience in the software industry while helping improve the student transportation system through our leading-edge technology nationally and internationally. EDULOG is a great company to expand on your existing knowledge and provides you with opportunities to grow professionally and move interdepartmentally as your skills develop. EDULOG is a collaborative and creative atmosphere where employee ideas are encouraged and appreciated.

### **SUMMARY & OBJECTIVE**

EDULOG is looking for someone to assist with the management and creation of content for our marketing team. Your primary focus will be on assisting with our digital presence (web, social, email campaigns) but, you may also contribute to our occasional print media campaigns as well. You will aid in writing/editing blog posts, cultivating and sharing content to raise brand awareness, and helping performing regular maintenance to the content of our website and social media channels.

Our ideal candidate has demonstrable skills with writing, basic CMS, CSS, HTML, SEO and website management; graphic design and/or video editing experience are a real benefit. As an Assistant Content Manager you should have effective communication skills, be able to perform well under deadlines and be detail-oriented.

### **DUTIES & RESPONSIBILITIES**

- Help manage the day-to-day tasks of our small marketing team. This includes receiving requests for email campaigns from various internal departments, assembling marketing packets for trade shows and providing general maintenance and management of our website and social media channels.
- You will provide support and ideas to further develop campaigns and help improve our digital presence. This includes: email campaigns, creating landing pages, and ensuring content is added and removed from our online channels in a timely fashion.
- Help perform market research and gather information to help guide our content creation based upon what is happening in our market.
- The fun stuff: If you can help us manage our various media channels, you can help us create for these channels too! This means copywriting, video work, graphic design, surveys, web design; or some combination thereof depending on your skills and interests.

*Additionally, candidates should have basic familiarity with the following:*

- How to optimize content for SEO

**Smarter Transportation.**

Education Logistics, Inc. | 3000 Palmer Street | Missoula, MT 59808 | [www.edulog.com](http://www.edulog.com)

Education Logistics, Inc. is an equal opportunity employer.



- Working productively with a project lead to meet deadlines.
- Website publishing and content creation.
- Writing and copyediting experience
- A majority combination of: Wordpress CMS, Twitter, Facebook, Instagram, HootSuite, HTML, Adobe CC, MS Office, PowToons and PowerPoint. Experience using a CRM (such as Salesforce) is a bonus.

## SKILLS & QUALIFICATIONS

- You will need to be able to ask questions but also be able to creatively solve problems independently.
- You will need to be able to manage and adhere to project schedules to meet deadlines as part of a team.
- You will need to be able to communicate effectively and keep your team informed of your progress or setbacks when applicable.
- You'll want to have an interested attitude and the ability to perform self-guided research.

**TO APPLY:** Please visit our website at <https://www.edulog.com/employment/> to fill out an application and submit a cover letter and resume.

**Smarter Transportation.**

Education Logistics, Inc. | 3000 Palmer Street | Missoula, MT 59808 | [www.edulog.com](http://www.edulog.com)

Education Logistics, Inc. is an equal opportunity employer.