



Communications Specialist

Overview

Do you love telling a story that engages your reader? We're looking for an experienced, passionate and talented Communications Specialist to join our in-house creative team at Innsbrook, a resort community located 30 minutes west of Chesterfield.

The Communications Specialist is responsible for writing engaging content to increase awareness, generate leads, enable sales and engage client and media interest. Successful candidates must have a positive attitude, be hardworking, detail-oriented and, most importantly, have a passion for creating compelling content through engaging and clear storytelling. They must also be a multitasking professional who knows the critical importance of managing client expectations and relationships, while working to ensure that deliverables are on time and error free

Responsibilities:

- Write, edit, and develop engaging content for a variety of print and digital formats, ensuring consistent core messaging and brand integrity.
- Develop and manage editorial calendar and media list(s) to initiate media outreach.
- Submit press releases and develop relationships with local, regional and national media outlets.
- Manage Innsbrook's company blog
- Initiate periodic "refresh" of written content for website.
- Lead writer of feature stories and marketing collateral.
- Monitor social, broadcast and digital media for brand mentions.
- Monitor overall effectiveness of digital marketing content, including Pay Per Click Advertising, Search Engine Marketing and Search Engine Optimization.

Qualifications:

- Strong editing and proofreading skills.
- Strong project management and organizational skills.
- Experience with website content management and analytics tools.
- Experience with social media tools.
- Experience with Adobe InDesign a plus, both functionally but also with a keen eye for consistency, layout, and aesthetics.
- Ability to take initiative and juggle multiple projects.
- Able to prioritize and make quick decisions; the ability to think, plan and execute resourcefully, across multiple tasks and often under tight deadlines.
- Self-motivated, organized and independent, yet comfortable and able to work in a dynamic team environment.

Requirements:

- Bachelor's Degree in communications, journalism, marketing or a related field.
- 5+ years professional experience.
- Media experience a strong plus.

To apply, submit a resume, cover letter, salary requirements and portfolio samples.

No phone calls, please. Due to the volume of resumes we receive daily, we are not able to respond to all applicants and will only contact those who match our current needs.