

Content Marketer



LOCAL LINE

Phone :
Web :

Job Summary

Vacancy :
Deadline : Oct 04, 2024
Published : Sep 04, 2024
Employment Status : Full Time
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

About Local Line

Local Line is the leading farm-to-fork commerce platform for farms who sell direct-to-customer. Our product acts as the mission critical system that farms of all kinds rely on to sell to households, restaurants, grocers, distributors, and more. We believe we can create a better food system by building the tools that farmers need to compete and succeed!

Local Line works with a wide variety of farm types including produce, livestock, dairy, seafood, and value add products. Farms in seven countries rely on our platform daily for all of their e-commerce, inventory management, order fulfillment, invoicing, payments, and more.

We're a customer obsessed team of ~25 and growing quickly. We have a clear vision for the future and a roadmap to execute on, and we're looking for teammates who want to improve our food system by helping farmers become more successful.

About the team

The Marketing Team at Local Line is composed of two key functions: Brand Awareness and Lead Generation. As the Content Marketer, you will work closely with the Head of Marketing to develop and execute a content strategy that drives brand awareness, thought leadership, and generates leads through webinars, written content, and videos.

What you'll do:

- Research and develop content based on the goals of the marketing team.
- Execute quarterly content calendars.
- Write SEO-optimized blog content based on content briefs.
- Develop "gated" content assets such as e-books, checklists, and calculators on pre-defined projects for advertising and email campaigns.
- Story, script, and film video content based on content calendar to be used on the website, Youtube, and social media channels.
- Create and publish customer case studies based on video transcripts to showcase success with Local Line software.
- Assist in the creation of webinar content slides.

Who you are:

- 2+ years of experience in a content marketing role.
- Exceptional writing skills. This includes a strong command of grammar, punctuation, and syntax.
- The ability to craft persuasive and engaging content that aligns with our brand voice.
- Effective time management, with the ability to handle multiple projects simultaneously.
- Ability to meet deadlines and deliver high-quality content on schedule.
- Experience with a variety of marketing apps, including Hubspot, Asana, Zoom Webinars, and Canva. Experience with Premiere Pro, Webflow, and Figma is a plus.
- Experience in agriculture or the local food industry is a plus!

Perks & Benefits

- Competitive Compensation
- Health Benefits
- Stock Options
- Four Weeks Vacation
- Paid Sick Leave
- Latest Macbook/PC
- Quarterly team offsites

Why join us?

- Work in an industry that deeply matters to the world.
- Receive ownership in a high-growth, high-quality business with a proven track record.
- Surround yourself with a team of dreamers and doers. We make things happen and get stuff done!

More info about Local Line

- We're rated 4.9/5 stars on Google, Facebook, and are the top rated app in the Square App Marketplace.
- In addition to farms, we also work with restaurants, grocers, and distributors. For example, Chipotle Mexican Grill is one of our customers. They use Local Line to source tens of millions of pounds of local produce for their restaurants.
- We're well-capitalized and have a supportive group of long-term investors.

Local Line is an Equal Opportunity Employer and considers applicants for employment without regard to race, color, religion, sex, orientation, national origin, age, disability, genetics, or any other basis forbidden under federal, provincial, or local law.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
