

Digital Marketing Content Creator

Library Foundation of Los Angeles

The ideal person in the role of Digital Content Creator understands the customer/member digital journey, and has experience in creating engaging and relevant digital content. The content will drive traffic to the LFLA website contributing to conversion to sales/membership., and connect the LFLA audience across many different mediums.

The Digital Content Creator is creative, self-motivated, and full of ideas. This person needs to blend creativity and analytics to provide quality, polished, highly pertinent content to increase engagement and visual storytelling.

This person is well-versed on social media and digital best practices and trends. They are passionate about visual storytelling and will bring the LFLA brand to life through various digital mediums. They are a hands-on content creator and digital designer hybrid that knows how to use a camera, photoshop and video editing programs.

Responsibilities:

- Create and maintain content for our external communications including our website, newsletters, annual reports, style guides, other visual aids, and more
- Assist with developing content for LFLA social media platforms
- Work with comms team to drive SEO in content creation and strategy
- Work with comms team to refine website copy and landing pages to improve search engine rankings and conversion performance
- Research and implement SEO content best practices, trends and strategies
- Create and shoot engaging social media content- both photography and video Skills
- Analyze content performance (Insights) and update content strategy accordingly

Required Experience

- Graphic design background
- Proficient use of Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere and/or Final Cut Pro
- Experience working with popular SEO analysis tools such as Ahrefs, SEMRush, DeepCrawl, Majestic, SimilarWeb or similar
- Knowledge of Search Console, Google Analytics
- Strong analytical proficiency and able to identify and resolve issues
- Creative thinker, strategic team player
- Self-motivated with an ability to manage multiple projects in a fast-paced, deadline-driven environment with proper communication.