

Job Title: Brand Storyteller
Reports to: Marketing Producer



JOB DESCRIPTION

Summary

In this role, an experienced creative writing and social media professional who is passionate about crafting engaging content will be responsible for telling The Front Climbing Club's unique story across multiple channels. The Brand Storyteller will create and contribute to the company's social media and influencer marketing strategies by highlighting our history, people, events, and all happenings in our climbing community at The Front.

Primary and Essential Functions

- Deliver quality writing pieces and marketing copy that appeal to our audiences, attract members and boost brand awareness.
- Support creation of social media content and work with interns to ensure a regular posting schedule for all social media platforms;
- Collaborate with the Marketing team to provide material for the gym's promotional needs. Events and items include, but are not limited to, competitions, summer camps, special events, promotions, youth programs, advertisements, and announcements;
- Contribute to marketing campaigns- write and design material with campaign objectives in mind;
- Assist with articles and postings for The Front and Vertical Solutions website and newsletter;
- Assist with communicating Impact Co. Program achievements and developing non-profit partnerships;
- Ensure all-around consistency (style, fonts, images and tone);
- Continuously develop company's "voice";
- Research industry-related topics (combining online sources, interviews and studies);
- Assist Human Resources on writing job descriptions and recruitment advertisements;
- Other roles and task as required.

Requirements

- Bachelor's degree in Journalism, English, or related field with 1 year of relevant experience;
- A portfolio of published articles;
- Knowledge of current social media trends and influencer/culture trends.
- Climbing experience/knowledge of climbing community preferred;

- Familiar with a variety of Marketing concepts, practices, and procedures;
- Excellent written and verbal communication skills;
- Public relations skills a bonus;
- Well-developed time management skills with the ability to prioritize effectively;
- Ability to exercise discretion and independent judgement;
- High energy and positive attitude with a skill set to work well within a team environment;
- Ability to work autonomously and be proactive;
- Ability to meet deadlines and follow guidelines
- Must take pride in and maintain integrity in their work;
- Be able to collaborate and innovate as a means to create exceptional value for our members, our company, and ourselves.

Job Hazards

This position is exposed to airborne chalk, dust, and cleaning supplies. Other hazards include falling while providing instruction or demonstration and trips and falls caused by obstacles on the ground such as ropes and climbing gear.