

CoForce, LLC

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Indianapolis, IN 46202

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- TITLE:** Digital Strategist
- REPORTS TO:** Branding & Communications team
- GENERAL FUNCTION:** The digital strategist works hand in hand with the branding & communications team to plan and execute digital strategies, including social media campaigns, reporting and promotions.
- REQUIRED EXPERIENCE:** The candidate must possess three or more years experience in a similar digital strategist role. The candidate must have experience with all social media platforms, monitoring and scheduling software, reporting tools and paid advertising experience.
- REQUIRED EDUCATION:** Bachelor's Degree from an accredited college is preferred, but not required.
- PREREQUISITE SKILLS:**
- Exceptional communication skills with the proven ability to effectively communicate with all CoForce staff.
 - Excellent with use of all social media platforms, scheduling and reporting software on an ongoing basis.
 - Proficiency in SEO, Google AdWords and similar promotional platforms is preferred, but not required.
 - Proficiency in Adobe suites including Photoshop and Illustrator is preferred, but not required.
 - Good eye for detail in photography and video content; ability to capture and create engaging content on an ongoing basis.
 - Creative thinker with the ability to develop new digital marketing solutions for our clients.
 - Ability to manage a high level of diversity in task and effectively respond to changing priorities.
 - Exceptional problem solving and decision-making skills supporting the ability to recognize, define and resolve problems or issues quickly and effectively.
 - Some of the work will relate to the automobile industry and auto racing. Previous experience in the automobile industry and/or auto racing is preferred, but not required.

ESSENTIAL FUNCTIONS:

The following functions describe the essential duties of this role. Other additional related duties may be assigned from time to time.

1. Work hand-in-hand with branding & communications team to develop and execute digital media marketing solutions for several of CoForce's clients.
2. Be assigned as account manager/main point of contact for one or several clients' digital media efforts. Plan and execute social media postings, promotions and reporting. Work with clients to optimize digital marketing platform.

PHYSICAL/ENVIRONMENTAL REQUIREMENTS:

- Ability to work in a loud environment (race tracks) during events.
- Ability to sustain occasional to frequent:
 - Standing
 - Walking
- Ability to travel (fly and drive) frequently.

TIME REQUIRMENT:

- Full-time position with an average of 40 hours/week dedicated to CoForce.
- Ability to travel to an estimated 10-15 events on weekends, per year.
- Base 25 days off per year, plus earned time off (ETO) built up from travel on weekends.