

Title: Content Marketing and Design Specialist - Buell Motorcycle Co



Location: Grand Rapids, MI - Full-time, in-person

Position Overview: Buell Motorcycle Co. seeks a talented Content Marketing and Design Specialist to spearhead our digital content creation and marketing strategies at our Grand Rapids location. This role is a perfect blend of creativity and strategic execution, designed for someone who excels in producing high-quality visual content and managing effective digital marketing campaigns. We are looking for a passionate storyteller who is not only a self-starter but also efficient in working fast, with a knack for multimedia production. The ideal candidate would be a go-getter, a doer, someone who thrives in taking ownership and driving projects forward independently. If you thrive in a dynamic environment and can deliver high-quality content at a rapid pace, we'd love to have you join our team! If you're enthusiastic about driving brand engagement through innovative digital media and marketing tactics, we encourage you to apply.

Key Responsibilities:

- Design and produce visually compelling graphics, videos, and digital content that align with our branding across various platforms, including digital and print media.
- Manage daily marketing activities and strategic campaign execution, maintaining brand consistency and engaging effectively with our target audience.
- Develop and oversee digital marketing initiatives such as SEO/SEM, social media campaigns, and email marketing, using analytics to continuously improve outreach and effectiveness.
- Collaborate closely with cross-functional teams to align marketing strategies with overall business objectives, ensuring creative solutions lead to tangible results.
- Produce marketing materials and manage digital assets to ensure all content is optimized for performance across different channels.
- Initiate and promote brand events and sponsorships, manage project timelines, and oversee deliverables to guarantee successful outcomes.
- Maintain a well-organized digital asset library and manage external collaborations with vendors, photographers, and videographers as necessary.
- Provide guidance and support within the marketing team, promoting a culture of creativity and continuous improvement.

Qualifications:

- Bachelor's degree in Marketing, Graphic Design, Visual Communication, or a related field.
- 3+ years of experience in digital marketing and design, with a solid foundation in leading marketing campaigns and creative projects.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) and digital marketing tools and platforms.
- Strong portfolio demonstrating skills in digital content creation and marketing.
- Excellent communication and teamwork skills, capable of leading initiatives and collaborating effectively with diverse teams.
- Strategic thinker with an analytical approach to marketing campaign performance and optimization.
- Experience in the motorcycle or automotive industry is a plus but not required.

Application Instructions: Please submit your resume and a portfolio showcasing your digital marketing and design expertise to careers@buellmotorcycle.com.