



THE CARS. THE PEOPLE. THE EXCITEMENT.

Content Developer / Copywriter / Editor

The world's largest presenter of collector car events seeks a Content Developer/Copywriter/Editor for a full-time position with weekend hours during event season.

The Content Developer/Copywriter/Editor is responsible for writing, editing, and executing marketing communications that reflect the characteristics and value of the organization's brand, considering targeted market segments, revenue and expense objectives.

The candidate must be a savvy communicator who understands how to use print and electronic mediums in ways that help position the organization competitively through thoughtful, well-messaged communications and visual presence. Must be able to develop and deliver marketing copy requests, including campaigns, emails, web content, banner ads and print collateral across multiple core business functions.

Core Responsibilities

- Work closely with peers and other personnel to conceptualize and write marketing communications materials.
- Edit copy written by other writers with an eye toward enhancing the brand and focusing on the sales funnels.
- Create multiple copy options for any given project and be able to react quickly to feedback. Take proactive approach to improving marketing content across the website.
- Contribute to the development and refinement of editorial tone and voice for the Carlisle Events' brand. Work with team, under the direction of the Creative

Director, to help set copy strategy for online and offline marketing communications.

- Work with peers and other personnel to help develop efficient workflow processes and adhere to process procedures such as placing and updating copy documents on shared servers.
- Prepare press releases and contact people in the media for distribution.
- Assist in developing content strategy, processes and editorial calendar.
- Oversee the creation and distribution of all print, web-based and mobile content types: information, articles, video, podcasts, training, blogs, and tools.
- Manage a team of third-party writers and subject matter experts.
- Provide ongoing input to the current content and product offering and evaluating/deploying new content extensions.
- Utilize content usage and metrics to improve content reach and frequency.

Additional Responsibilities

- Provide input on strategies and goals as a key member of the team.
- Represent Carlisle Events at industry and local events.
- Stay current on new technologies and distribution channels that will help Carlisle Events maintain a competitive advantage.
- Prepare annual marketing reports and binders for tracking and maintaining advertising campaigns.
- Public, media, and community relations.

Essential Duties

- Achieve the company's content goals and objectives.
- Independently establish and grow new content strategies.
- Communicate effectively with peers and other personnel.
- Identify, understand and solve any obstacles to successful execution.
- Have the ability to multi-task and be extremely organized.

Skills / Education

- Experience in content creation, management and distribution.
- B.A. degree or equivalent professional experience in English, advertising, creative writing or related degree. Automotive-related writing experience preferred.
- Proven and verifiable track record in executing a multi-type content strategy across multiple distribution channels.

How to Apply

Please email your resume with salary requirements and sample articles or content to jobs@carlisleevents.com. If you prefer to send hard copies, please mail your resume with portfolio to:

Creative Director
Carlisle Events
1000 Bryn Mawr Road
Carlisle, PA 17013

Carlisle Events is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to race, color, creed, religion, gender, sexual orientation, national origin, age, marital status, mental or physical disability, pregnancy, military or veteran status, or any other basis prohibited by state or federal law.