

JOB TITLE: Communications Specialist
DEPARTMENT: Sales & Marketing
REPORTS TO: Director of Marketing

POSITION OVERVIEW

At Natures Plus, our employees are our biggest asset— a fun, dedicated, and unbelievably talented team of research & development, sales, marketers, and doers who move our business forward and make us one of the premier companies in the Vitamin & Supplement industry.

Providing leading products to both the US & global markets, we look for the most talented in the business and offer an environment in which individuals can excel, building upon their diversified strengths to deliver their personal best. We are currently recruiting for a highly motivated and well written Communications Specialist.

JOB BREIF

The Communications Specialist will join the marketing team and be responsible for creating internal and external communications, writing and editing content to support, promote, and advance Natures Plus initiatives while maintaining the new voice of the brand.

This position will be responsible for traditional public relations strategies, social media content, all internal and external memos, developing a content strategy to boost engagement through social media, speeches, presentations and more.

Working closely with the Director of Marketing, the Communications Specialist will establish strategic direction for content development and create, integrate, disseminate, measure and repurpose content through all channels, including web, social media, eblast etc.

Our ideal candidate is a team-spirited, skilled and creative thinker and doer. If you can grasp project requirements quickly, wear many hats and offer valuable insight, we'd like to meet you.

RESPONSIBILITIES

- Develop, write and edit presentations, talking points, blogs, Q&A's, emails, articles
- Write copy for all print needs (brochures, flyers, feature and benefit sheets, etc.)
- Write and distribute press releases, seek out news angles and pitch stories to traditional and digital media outlets. Develop and maintain relationships with journalists, reporters, editors, bloggers in the community, general consumer, health, fitness space.
- Develop & execute creative ways to deliver messages through all media
- Collect, create and post content for internal communications channels, including company intranet and collaborate communities
- Support and coordinate all ongoing communications needs, memos etc.
- Support the creation and organization of a communications repository
- Work with management to plan and coordinate various initiatives and events such as publicity events, launches etc.
- Understanding of basic SEO principles and ability to implement these in web copy and press releases
- Collaborate with team on social specific features such as Facebook live, Instagram stories, etc.
- Follow industry-related news and generate ideas around trending topics
- Create and manage an editorial and social media calendar
- Edit & write website copy

REQUIREMENTS

- Bachelor's degree with 5+ years' experience in Communications environments
- Excellent verbal and written communication skills
- Strong organizational and project management skills
- Proficiency with Microsoft Office applications, including Outlook, Word, PowerPoint and Excel
- Basic working SEO knowledge
- Brand experience in a copy –writing discipline
- Exceptional writing, editing and proofreading skills
- Background in nutrition and or industry a plus
- Enthusiastic about working collaboratively
- Strong attention to detail and ability to work under tight deadlines
- Persistent and open to critiques