



Job Title: Marketing Content Manager

Location: Hybrid – Annapolis, MD (2 days/week onsite)

Reports To: Director of Marketing

Capacity: Full-Time

Travel: Some travel required for video shoots

Overview:

CLT is seeking a creative, detail-oriented **Marketing Content Manager** to join our growing marketing team. This role blends digital media production, content writing, and social media engagement to drive brand awareness and support marketing goals across platforms. The ideal candidate has a passion for classical education, strong editorial judgment, technical proficiency with media tools, and the versatility to tell compelling stories across formats.

Core Responsibilities:

Editorial & SEO Content Production

- Oversee, write, and edit content for the **CLT Journal**, our online publication.
- Ensure high editorial standards and alignment with classical education values.
- Collaborate with the Digital Marketing Manager to optimize content for SEO, grow organic traffic, and expand keyword rankings.

Podcast Production

- Record, produce, and edit CLT's flagship podcast, **Anchored**, and other audio/video media in our in-house **Annapolis recording studio**.
- Operate and troubleshoot basic recording equipment and editing software.



- Manage production timelines, guest coordination, and post-production editing.

Social Media Content Creation

- Create engaging content (especially **video**, **reels**, and **graphics**) for CLT's social media channels, including Instagram, Facebook, and YouTube.
- Repurpose podcast, Journal, and video content into short-form media.
- Collaborate on content strategy and manage publishing schedules.

Tools You'll Use:

- **HubSpot** (CMS, email, social scheduling)
- **Buzzsprout** / **Riverside.fm** (podcasting)
- **Adobe Creative Suite** (Premiere Pro, Photoshop, Illustrator)
- **WordPress** (blog and website content)
- **Canva**, or other lightweight media tools

Qualifications:

- Strong familiarity with and love for the liberal arts and classical education
- Embodies CLT's core values: Anchored, Passionate, Humane
- 4+ years of experience in content creation, podcasting, or multimedia marketing
- Strong writing, editing, and storytelling skills
Experience with video/audio production and post-production tools
- Familiarity with SEO principles and content optimization
- Self-starter with strong organizational and time management skills

Bonus Points:

- On-camera or voiceover talent
- Experience interviewing guests or moderating discussions
- Understanding of analytics tools (Google Analytics, HubSpot Reports)

To Apply: Send your resume, a cover letter, and a few content samples (written or multimedia) to alash@cltexam.com