

# KALON DIGITAL CONTENT MANAGER

Kalon Studios is seeking a Digital Content Manager to join us in championing American-made, sustainable furniture design. We're looking for a proactive, curious, and detail-oriented individual with marketing experience and strong digital fluency across platforms. The Digital Content Manager will be responsible for envisioning, executing, and optimizing all digital interactions and touch points — including social media, the Kalon website, growth marketing, and newsletters. The ideal candidate will have excellent visual identity and communication skills (written and verbal), and will shine as both a strategic thinker and an on-the-ground doer. As an advocate for the Kalon brand, mission, and voice, you will identify ways to build brand awareness and amplify content, including social, internal channels, emails, etc. The Digital Content Manager will work closely with our Creative Director to ensure that messaging and digital content align with brand vision and strategies, partnering with other team members to explore new ideas. Ideal candidates will have an interest in the contemporary design and/or sustainable design space.

## Experience & Skills

- + Minimum 5 years of experience in digital content creation and/or digital project management experience.
- + Excellent writing and communication skills (copywriting, editorial, etc)
- + Excellent visual marketing skills
- + Familiarity with content planning platforms, Google Analytics, and SEO strategies
- + Strong Creative Suite Skills (Photoshop, InDesign, Illustrator)
- + Tech fluency
- + Excellent organizational and project management skills
- + Ability to be flexible and work in a fast-paced environment

## General Responsibilities

- + Develop a clear knowledge of Kalon's brand and visual identity, practices, products, and offerings and appropriately communicate those benefits clearly and dynamically through digital channels.
- + Develop content calendar in coordination with the Studio & Sales team as appropriate.
- + Concept and execute growth marketing initiatives and email campaigns to build brand awareness and bring more sales over time.
- + Monthly planning and production across social media, journal content, and newsletters.
- + Implement email marketing campaigns, overseeing all aspects of the campaigns from design to writing to marketing to data and performance analysis.
- + Daily management of social media channels.
- + Creation of original content for use across Kalon's digital properties, including photos, video, and audio.
- + Produce editorial content and coordinate content from freelance contributors as needed.
- + Regularly monitor digital trends and results, participating actively in monthly and quarterly metrics analysis and reporting.
- + Create and distribute reporting and analysis on emails in support of campaign metrics.
- + Explore strategic partnerships and opportunities.
- + Serve as the main point of contact for the website, overseeing all aspects of the site including content publishing, updates, and new product launches.

## Please respond with the following to [careers@kalonstudios.com](mailto:careers@kalonstudios.com)

- + Resume
- + Samples of work (writing, visual identity, marketing, etc)
- + Date you can start
- + Cover letter