

CELEBRATING



20 YEARS

BLUEION

We're Hiring an Editorial Manager

BLUE ION IS LOOKING FOR AN EDITORIAL MANAGER TO JOIN OUR TEAM.

This is a client-facing, mid-level role, which means you will come to us with 5-7 years experience and start contributing immediately. If you are a strong conceptual writer, strategic thinker, and love nothing more than seeing an idea come to fruition, then we'd love to hear from you.

Some Things You'll be Doing in This Position

BRAND STRATEGY

From stakeholder interviews to on-site tours, from primary and secondary research to competitive analysis, you will participate in a full immersion into the world of a clients' brand. Then, working with our content team, you'll help craft a strategically sound communication plan for implementation across an array of mediums and platforms.

BRAND STORY

Next, you will articulate that communication through a creative, overarching brand story. A story that speaks to the spirit and soul behind the brand and its community. A meaningful, emotional and defining brand story from which, headlines, taglines and captions can be generated.

CAMPAIGN DEVELOPMENT

You will lead the charge on migrating the brand story into an array of marketing and advertising applications. From websites to print, from environmental to digital advertising and social platforms, you will direct the voice and tone of brand campaigns for a variety of local, regional, and national product and service clients.

COPYWRITING

If not already obvious, we expect you to have a passion and a knack for writing. In addition to working on brand messaging as noted above, you'll be frequently called upon to produce items like website copy, key message sets, donor appeals, quippy social

content, and everything in between. You have the ability to adjust your writing style to fit varying tones and voices of different brands. And you have the experience to help evolve our process for content development and delivery.

CREATIVE LIAISON

Your work overlaps tremendously with the work of our creative team, meaning you'll collaborate closely to bring a complete concept to life. Sometimes, your strategy direction will inform a designers' work; other times, their vision will inform your path ahead. In your quest to produce something that inspires both thought and action, you are not only open to feedback, you welcome it.

PRODUCTION LEADER

You should already be comfortable working and collaborating with internal and external teams (clients, designers, programmers, writers, photographers, etc). This is your chance to further refine these skills by developing strong, long-term internal and external team relationships.

CLIENT COMMUNICATION

This is a client-facing role where your opinion and leadership are requested—and required. You'll become comfortable reporting to clients on a regular basis, from campaign planning and setup to monthly reporting—wins, losses and “where do we go from here”.



What a Top Candidate Will Have

We're interested in the right person that fits our core values:

TAKES THE INITIATIVE

For us, this means being willing to jump in and do the work that needs to be done to move a project, initiative, or process forward, regardless of your role. If you know clearly what the need or goal is, act on it. And know that alongside you are a bunch of folks ready and willing to do the same.

CREATIVE APPROACHES

People come to us to solve problems creatively. That means we strive to meet challenges with curiosity, knowing it can and will inspire and drive solutions. We're brave enough to embrace what's different, to take a fresh look at our work, and always seek out new ways of tackling challenges—in our work and the world.

STOKES THE FIRE

As people who are passionate about what we do, we come at the world with a special kind of fire and drive. That fire and drive inspire us to do work that pushes boundaries and explores new territory. It inspires us to consistently sharpen our skills, to grow creatively, professionally, and personally, and go beyond where and what we think is possible.

CARE FOR THE LARGER CAUSE

Behind every client and every project we encounter, there are people working hard to reach their goals, build their businesses, and provide for their families and communities. The work we have the opportunity to do often has the ability to help clients reach their goals, build businesses, increase awareness and understanding, create meaningful, enduring connections, and be part of a greater cause or higher order purpose. That's what drives us.

CULTIVATES UNDERSTANDING

We believe in respect for one another, our clients, our work, our community, and ourselves. We communicate honestly, directly, and clearly—always with a goal of mutual understanding and problem solving – even and especially when challenges arise. Not only does this help us grow as individuals and as a team, it's a skill that helps us better convey our thoughts and strategies to clients, teammates, and others.



We're a full service marketing agency based in Charleston, SC and Greenville, SC. We opened our doors twenty years ago, and today deliver a full array of marketing services to a mix of national, regional, and local brands.

We've developed an open, creative, and fun environment where everyone can expand their skills and reach new heights. We're currently at 21 full-time employees and enjoy being a mid-sized and tight-knit group with room to grow.

Compensation

Blue Ion believes that every team member is an instrumental part of the greater whole. If you and Blue Ion are a match, you can expect:

- Blue Ion takes pride in paying among the top 90% of salary averages for the area.
- Your health and happiness are important to us. Blue Ion pays 100% of health benefits up to \$350/month through company-provided health insurance. Also provided: retirement fund matching contributions up to 3%, (optional) dental insurance, (optional) eye insurance, and (optional) life insurance.
- 20 paid days off for vacation, personal or sick time plus 10 paid holidays. Increases to 25 paid days off after 3 years.
- We're proud to offer monthly and annual profit sharing bonuses for both team and individual performance based on billing. In addition, the longer team members are with us, the more shares they earn.
- Parental leave (up to 16 weeks) through paid and unpaid leave depending on longevity and circumstances.

Intangibles

While we work hard and always strive to be the best, you can also expect the following at Blue Ion:

- Celebratory lunches and happy hours to recognize birthdays, new launches, major successes, and an end-of-year rager.
- Team outings—trips, events, etc.
- Attend and speak at conferences / Ongoing training opportunities / Volunteer with non profit partners
- With offices in Charleston and Greenville, team members are welcome to work out of their secondary office up to once a month as coordinated with the rest of the team.

**Sound like a
perfect match?**

Email your cover letter, resume and/or links and writing samples to ellen@blueion.com