Marketing Content Specialist, Part-Time

WAYPOINT MARKETING COLLECTIVE

NOW HIRING · INDEPENDENT CONTRACT

~40 hrs/month | $25–$35/hour | Remote/hybrid, Shenandoah Valley

Waypoint Marketing Collective serves as a fractional CMO for organizations in and around the Shenandoah Valley. We're looking for a versatile content creator to keep several brands moving at once: writing, designing and producing content across social, email, blog and web, and making each customer's journey feel easy and intentional.

AT A GLANCE

TYPE
Part-time, independent contract (1099)

PAY
$25–$35 per hour, based on experience (about $1,000–$1,400 per month)

HOURS
About 40 hours per month, flexible scheduling

LOCATION
Remote or hybrid, with occasional travel to client properties in the Shenandoah Valley

CLIENT PORTFOLIO The Depot Grille · The Junction Bar and Lounge · Country Cookin Depot · Love Ridge Mountain Lodging · The Promissory Hotel · The Lofts · and more

WHAT YOU'LL DO

Content workflow & planning

- Manage content workflows across clients, from brief to draft, review, approval and publishing
- Build and maintain monthly content calendars for each brand
- Track deadlines, approvals and assets in our project management tools
- Oversee the content journey and user experience so each brand tells one consistent story

Social media

- Write captions and hashtags in each client's brand voice
- Create graphics and short-form video (Reels, Stories, TikToks)
- Schedule and publish posts; monitor comments and flag what needs a response

Email

- Write newsletters, promotions and event announcements
- Build, test and deploy campaigns in the email platform
- Maintain lists and segments; review open and click results

Blog & website

- Write blog posts and web copy with basic SEO best practices
- Update client websites (menus, events, specials, photos, hours)
- Keep Google Business Profiles and online listings accurate and current
- Spot and fix broken links, outdated pages and friction in the user experience

On-site content & reporting

- Travel to client properties as needed to capture photo and video and attend events
- Report monthly on what was published and how it performed, with recommendations
- Bring fresh ideas for seasonal campaigns, events and promotions

WHAT YOU BRING

Required

- 2+ years in marketing, content creation or communications
- Strong writing and editing, with range across brand voices
- Experience creating social graphics and short-form video
- Experience writing and deploying email campaigns
- Comfort updating websites in a CMS (WordPress, Squarespace, Wix)
- Working knowledge of generative AI tools for drafting, editing and ideation, with the judgment to fact-check and keep each brand's voice
- Able to manage multiple projects and deadlines independently
- Reliable transportation for occasional travel
- A portfolio of recent work

Helpful

- Background in hospitality, restaurants, the arts or nonprofits
- Familiarity with the Shenandoah Valley and its communities
- Photography or videography skills
- Canva, Adobe Creative Suite, Mailchimp or similar tools
- Basic SEO and analytics (Google Analytics, Meta Business Suite)
- Agency or multi-client experience

WORKING DETAILS

- Flexible hours, with availability for a weekly check-in and timely responses on business days
- Occasional evening or weekend work for events and on-site shoots
- Contractor provides their own computer and phone; Waypoint provides access to client accounts and tools
- Mileage for client travel reimbursed per Waypoint policy
- Client information and accounts kept confidential

HOW TO APPLY

Send your resume, a short note on why this role fits you, and a link to your portfolio (social, email, writing and design samples) to **katie@waypoint-marketing.com**.

Applications are reviewed on a rolling basis, with an immediate start once the right candidate is found. Finalists may be asked to complete a short paid sample project.