

SEO Smoothie

<https://seosmoothie.com/job/content-marketing-specialist>

Content Marketing Specialist

Description

Grow Your Career as a Remote Content Marketing Specialist

Join SEO Smoothie as a **Remote [Content Marketing Specialist](#)** and take the lead in creating impactful content for international clients. In this role, you'll craft strategies, develop content, and optimize campaigns that drive engagement, traffic, and measurable results. This position is ideal for someone who loves blending creativity with data-driven insights.

Location:

Remote

About Us:

SEO Smoothie is a full-service Irish digital marketing agency, mainly specializing in SEO but also providing PPC, content marketing and website optimization.

We're constantly growing and welcome talented professionals to join our talent pool for future opportunities.

Content Marketing Specialist Job Overview

The Content Marketing Specialist creates, manages, and optimizes content to support SEO, engagement, and brand awareness. Collaborates with SEO and marketing teams to drive traffic and generate leads.

Experience:

2+ years in content marketing, copywriting, or digital marketing roles.

Tools & Technologies (Optional):

- WordPress, Google Analytics, SEMrush, Ahrefs, Canva.

Responsibilities

Responsibilities: Create, Optimize, Engage

As a Content Marketing Specialist, you'll manage content creation, oversee editorial calendars, and align messaging with SEO and marketing goals. Your work will support international campaigns, ensuring content is relevant, high-quality, and designed to perform across multiple channels. Collaboration with SEO, link-building, and automation teams will be key to maximizing results.

- Develop and execute content strategies aligned with marketing and SEO goals.
- Create high-quality blog posts, articles, social media content, and other digital assets.
- Optimize content for SEO, readability, and user engagement.

Hiring organization

SEO Smoothie

Employment Type

Full-time, Part-time, Intern

Job Location

Remote

Remote work possible

Date posted

August 16, 2025

- Collaborate with designers, SEO, and marketing teams for cohesive campaigns.
- Monitor content performance and provide actionable insights.
- Stay updated on content marketing trends and best practices.

Qualifications

Content Qualifications and Marketing Skills

The ideal candidate has experience in content strategy, SEO, and marketing automation tools. You should be comfortable analyzing data to refine campaigns, managing multiple projects independently, and adapting content for diverse audiences. Creativity, attention to detail, and a proactive mindset are essential.

- Excellent writing, editing, and storytelling skills.
- Knowledge of SEO and content optimization techniques.
- Familiarity with content management systems (CMS) like WordPress.
- Strong research, analytical, and organizational abilities.
- Ability to collaborate across teams and meet deadlines.

Job Benefits

Flexible Remote Work with Global Impact

This fully remote role allows you to manage your schedule while collaborating with clients across Europe, USA, LATAM, and other regions. You'll have the freedom to implement content strategies, experiment with new marketing ideas, and directly influence client success while working in a dynamic, international environment.

Contacts

Apply and [Make a Difference](#)

If you're passionate about content, SEO, and digital marketing, this position offers an opportunity to shape campaigns, grow your career, and deliver measurable impact. Applying is straightforward, and this role is perfect for motivated, creative, and analytical professionals ready to contribute to innovative digital marketing strategies.

We're always growing and looking for talented professionals.

When you apply, there may not be a current opening that exactly matches your profile, but we'd love to keep your CV on file for future opportunities.

Use the apply form or submit your CV to careers@seosmoothie.com to join our talent pool.