



Content Marketing Manager

Job Description

Position Overview

We are seeking a creative and strategic Content Marketing Manager to lead content planning, creation, and execution for our diverse range of clients. This role combines visual storytelling, copywriting, and marketing strategy to produce impactful multimedia content that aligns with our clients' goals and our company's values. The ideal candidate is equal parts storyteller, strategist, and skilled media producer—with a strong grasp of brand building and a deep respect for Hawai'i's people, language, and culture.

This position reports to the CEO/Creative Director and collaborates closely with other team members and clients.

Key Responsibilities

- Strategy & Campaign Leadership
 - Develop and lead content strategies across digital channels (social, email, websites, blogs) based on client goals, audience insights, and cultural relevance.
 - Translate client objectives into clear creative direction and campaign plans.
 - Oversee execution of campaigns, including scheduling, asset development, approvals, and deployment.
 - Track and analyze performance metrics; adjust strategies to optimize outcomes.
- Content Creation & Storytelling
 - Lead photo and video production, including pre-production planning, on-site shoots, and post-production editing.
 - Write engaging, voice-aligned copy for campaigns, social posts, websites, and marketing materials.
 - Design and curate high-quality visual content using tools like Adobe Creative Suite or Canva.
 - Manage editorial calendars and ensure consistent brand storytelling across platforms.
- Creative & Client Collaboration
 - Work collaboratively with internal team members and clients to pitch ideas, guide creative decisions, and maintain project momentum.
 - Present content plans, visuals, and copy drafts for feedback and approval.
 - Ensure that all deliverables meet client expectations and align with their mission and brand.
- Market & Cultural Research
 - Stay informed on digital trends, platform updates, and competitor activities relevant to Hawai'i-based businesses and nonprofits.
 - Integrate 'ike Hawai'i and community voice authentically into content and campaigns.

- Lead or contribute to cultural checks and values alignment across messaging and visuals.
- Project Coordination
 - Manage timelines, content assets, and production workflows across multiple projects.
 - Coordinate with vendors, photographers, designers, or other contractors as needed.
 - Contribute to refining internal systems for content management and marketing operations.

Qualifications

- Bachelor's degree in Marketing, Communications, Digital Media, Journalism, or related field—or equivalent professional experience.
- 3+ years of experience in content marketing, brand storytelling, or multimedia production.
- Strong skills in photography, videography, and editing for social and web platforms.
- Exceptional writing and editorial skills with the ability to write in multiple brand voices.
- Strategic thinking and campaign planning experience, with proven results in audience engagement.
- Proficiency in creative and marketing tools (e.g., Adobe Creative Cloud, Canva, Meta Business Suite, Sprout Social, Google Analytics).
- Deep respect for and demonstrated understanding of Hawaiian culture, language, and values.
- Comfortable managing projects independently while collaborating in a team setting; takes initiative, thinks ahead, and thrives as a self-directed learner.

Preferred Skills

- Creative Direction – Experience in leading visual storytelling, art direction, or branded content production.
- Digital Savvy – Awareness of social media trends, audience behavior, and platform best practices.
- Emotional Intelligence – Ability to represent clients and community voices with sensitivity, professionalism, and empathy.
- Continuous Growth – Eagerness to learn and evolve with new tools, trends, and feedback.
- 'Ike Hawai'i – Foundational understanding of Hawai'i cultural values, historical context, and community protocol.

Benefits

- Competitive salary
- Health, dental, and vision insurance
- Flexible work hours and remote work options



- 10 paid holidays per year
- Accrued Paid Time Off
- Professional development opportunities
- Collaborative, mission-driven team environment

Work Environment & Hours

- Full-time, Monday–Friday, with flexibility based on project needs
- Primarily remote, with occasional on-site shoots, events, and client meetings
- Some evenings and weekends required depending on deadlines or events

TO APPLY:

Email your resume and a cover letter to info@kohinamedia.com