

2022

## One Lucky Guitar, Inc.

Employment Opportunity

September 2022

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### CONTENT CREATOR

At One Lucky Guitar, we communicate brand soul. As a Content Creator at OLG, you keep our clients' brand voices on-message and on-strategy across myriad channels—including web, video, digital and print advertising, social media and more.

Our Content Creator is responsible for researching, writing and editing. You're also responsible for collaborating with our Accounts and Creative teams to develop and implement content strategies and calendars, manage and deploy social media, contribute to proposals and help craft marketing plans.

OLG is home to creative collaboration and shared victories. We find inspiration in being part of a unified and powerful team, which includes our coworkers, clients and vendors.

#### Qualifications and Responsibilities

- Ability to write across a variety of topics and in a number of different styles
- Relentless attention to detail
- Comfort with presenting work and being part of healthy critiques
- Social media management experience
- Basic understanding of web platforms and publishing
- Campaign concepting and copywriting
- Ability to contribute to development of marketing plans and budgets
- Collaborate to ensure projects are on-target, on-time and on-budget
- Establishing goals and measuring results
- *All OLG'ers:*

Foster collaboration, nurture teamwork and promote communication and healthy relationships with clients, strategic partners and coworkers. We don't take orders for projects—we lead with new, problem-solving ideas that strengthen clients and OLG. We commit to professional development and research. And we implement policies and procedures on workflow, deadlines, proofing and so on.

**ONE  
LUCKY  
GUITAR** INC.

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### OLG Team Values

- Camaraderie
- Resourcefulness
- Fun
- Imaginative
- Empathic
- Gritty

### Expectations

- Highly organized
- Strong written and verbal communication skills
- Familiarity with Basecamp 3 *a plus*
- Experience with digital advertising, search, design, photography or video production *a plus*

### Characteristics

- Humble, hungry and smart
- Positive and resourceful approach to solving problems
- Driven to do great things
- Comfortable in an active, deadline-driven workplace

### About One Lucky Guitar, Inc.

One Lucky Guitar is a boutique creative agency in downtown Fort Wayne, IN. *We communicate brand soul*, through a wide range of services—from brand consulting to creative strategy, digital campaigns to product launches, experiential events to video production—for diverse, purpose-driven clientele.

### Interested? Questions?

You can email Matt Kelley at [matt@oneluckyguitar.com](mailto:matt@oneluckyguitar.com).

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