



Job Title: Digital Content Specialist

Job Status: Full Time

FLSA Status: Exempt

Department: Marketing

Location: Carmel, Indiana

Position Summary

SePRO Corporation is a specialty environmental products company with a mission to Protect, Preserve and Restore nature. Through a tireless commitment to customer-centric innovation and solution-focused technical support, SePRO is poised for continued growth and market leadership.

The Digital Content Specialist owns SePRO's website, CMS, and content framework, ensuring clarity, accuracy, and consistency across business units. This role serves as support for the company's social media presence.

This is a hands-on role that blends content strategy with day-to-day execution, working in close partnership with the Content Marketing Manager to activate visual storytelling across digital platforms.

Essential Functions

Website & CMS Ownership

- Own the website from a marketing content standpoint
- Create, edit, structure, and publish site pages
- Establish content standards, workflows, and governance
- Partner with business units and IT teams during and post website launch

Content Strategy & Execution

- Develop web content calendar aligned to corporate and business unit priorities
- Write, edit, and maintain digital content including landing pages and web copy
- Translate technical and scientific content into accessible messaging

Cross-Channel Consistency

- Ensure messaging consistency across website, campaigns, and social channels
- Collaborate with the Content Marketing Manager to integrate video and multimedia effectively
- Support campaign activation through content alignment

Cross-Functional Partnership

- Serve as a content partner to portfolio leaders and business units
- Manage competing priorities in a dynamic environment
- Recommend improvements to user experience and content clarity

Education & Experience

- Bachelor's degree in Communications, Marketing or related field
- 3+ years experience in website management, digital content, or CMS ownership
- Understanding of social media marketing and digital engagement
- Experience supporting multiple stakeholders preferred



Knowledge, Skills & Abilities

- Strong writing and editing skills
- Hands-on CMS experience (Brightspot or similar preferred)
- Able to balance strategy with execution
- Organized, adaptable, and collaborative

SePRO Corporation provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.