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Executive Communications & Content Strategist

Hiring organization
Titan Executive Search

Employment Type
Full-time

Industry
Commercial Cleaning Services

Job Location
Miami-Ft. Lauderdale, FL, USA

Base Salary
$ 95000 - $ 110000

Date posted
November 13, 2026

Description

Job Title: Executive Communications & Content Strategist

Location: Greater Ft. Lauderdale-Miami Area

Schedule Type: Hybrid – On-site with optional 2 days remote

Reports to: Marketing Director

Position type: Full time, Mon-Fri, 8.30am-5pm

Salary: $95K-$110K

Overview

Our client who is a Top 10 National Commercial Cleaning company is seeking a seasoned Executive Communications & Content Strategist – a gifted writer, trusted executive ghostwriter and well-connected storyteller who can shape and amplify the voice of our C-Suite, master franchisees and position company's leaders as the definitive voices in commercial cleaning and franchising.

This is a highly visible role designed for someone who brings established media relationships and the editorial judgment to turn executive insight into influence. You will own executive thought leadership end to end – from LinkedIn presence and bylined articles to podcast appearances and guest contributions – partnering with our SEO agency and AI-enabled tools to ensure every piece is best-in-class, on-brand and builds our company's authority with B2B customers, prospective franchisees and the industry.

About Our Client

Our client is a nationally recognized leader in the commercial cleaning and facility services industry, with an established franchise network serving businesses across a diverse range of markets. With decades of experience and a strong reputation for operational excellence, the organization has built its success on innovative service solutions, strategic growth, and long-standing customer relationships. The company continues to strengthen its national presence through investments in technology, franchise development, and brand leadership, positioning itself as a respected and influential organization within the commercial services sector.

If you feel that you are the best fit for this role then we want to hear from you today!

Key Responsibilities

Executive Voice & Thought Leadership

- Own the LinkedIn presence and executive voice of the CEO and C-Suite, developing distinct voice guidelines and points of view for each leader

- Ghostwrite and edit LinkedIn posts, long-form articles, executive bylines and op-eds that reflect each executive's authentic perspective
- Build and manage the executive editorial calendar, including interviews with executives, drafting, reviews, approvals and publication tracking
- Repurpose approved executive content into LinkedIn posts, newsletter features, talking points and other derivative assets without diluting the executive's message

Media Relations & Executive Visibility

- Leverage and grow established media relationships to proactively secure podcast appearances, guest articles, bylines, interviews and speaking opportunities
- Research industry, franchise and business media opportunities; prepare briefing notes, talking points and personalized outreach
- Coordinate host and editor outreach, scheduling, supporting content, recording follow-up and placement tracking
- Partner with PR resources and internal teams to promote published placements across corporate social, email and the company newsletter

Content Strategy & Franchise Network Support

- Align executive content themes with brand strategy, campaign priorities and franchise development goals
- Support Master Franchisee thought leadership, including authored articles and LinkedIn sharing templates that extend reach across the network
- Review and refine franchise sales messaging and email sequences in partnership with the Franchise Sales team
- Maintain a library of approved executive messages, proof points and stories for consistent use across channels

Search Authority & AI-Enabled Editorial Excellence

- Apply working SEO and AEO/GEO knowledge so executive content builds company's authority in search and AI-generated answers
- Collaborate with our SEO agency partner and technical SEO specialist to align thought leadership topics with keyword and search-intent priorities
- Help build and manage an Executive Thought Leadership AI assistant to accelerate research, first drafts and repurposing while protecting voice and quality
- Act as the final editorial quality gate – checking drafts against brand and voice guidelines and flagging unsupported claims or items requiring executive input

Measurement & Optimization

- Track executive visibility KPIs such as LinkedIn engagement and follower growth, earned placements, share of voice and content-driven leads
- Report results to the Marketing Director and/or CMO and use insights to refine topics, formats and outreach targets

About You

- 7+ years of experience in executive communications, corporate communications, journalism or content strategy – ideally across B2B, franchise and/or service-based multi-location businesses
- A proven executive ghostwriter with a portfolio of C-Suite LinkedIn content,

bylines and long-form articles
- Established relationships with business, trade and franchise media, podcast hosts and editors – and a track record of securing placements
- An exceptional writer and editor with sharp editorial judgment and the ability to capture multiple executive voices
- Trusted, discreet and polished – comfortable partnering directly with senior executives and managing their time efficiently
- Working knowledge of SEO and AEO/GEO and how content builds authority in search and AI-generated results
- Comfortable rolling up your sleeves to get things done
- Excellent organizational skills and ability to manage multiple executives, projects and priorities

Preferred skills & Tools

- Direct experience leveraging Generative AI tools (Claude, ChatGPT, etc.) to accelerate research, drafting and content repurposing while maintaining quality
- Proficiency with LinkedIn (including analytics), media databases (Muck Rack, Cision or similar) and CMS platforms such as WordPress
- Familiarity with SEO tools (Semrush, Ahrefs, GA4), creative tools (Canva, Adobe) and project management tools (Trello, Asana, Monday)
- Experience supporting franchise development or a distributed/franchise network

Benefits

- Hybrid work flexibility
- Generous employer contributions toward health and life insurance, with starting costs at only $99/month
- Affordable vision and dental insurance available
- 6% match on 401K contributions after 6 months
- Great PTO policy and ability to earn up to 1 full month off based on tenure
- Paid holiday schedule
- Paid parental leave program
- Childcare assistance program
- Frequent company-sponsored events such as sporting events, BBQs, themed lunches
- Community volunteering opportunities
- Education assistance program
- Paid training