



Job Description – Content Writer & Specialist

February 2017

Reports to: Communications Director

Work Level: Full-time exempt

General Responsibilities:

Reporting to the Communications Director, the Content Writer & Specialist's main responsibility is to create, curate and repurpose content for internal and external communications needs. The role is heavily digital, but some print writing and editing will be required. Though the position resides in our communications department, the role is cross-programmatic in that it supports program, development and communication department content and writing needs. This position is heavily skewed towards communications team support in the first year as we go through a major website overhaul. Over time this role will morph to support all Guardians teams as follows: communications team 50%, development team and program teams 50%

Specific Responsibilities:

Writing and content management (90%)

Content and Writing

- Responsible for creating, curating and repurposing content to engage audiences across our digital and print channels.
- Provides content, writing and editing support for all Guardians teams including the communications team, development team, program teams and the executive director.
- Works with the program teams to repurpose Press Releases into engaging consumer-facing, easy-to-understand, audience-appropriate content for web-based, social media and e-communication needs.
- Assists with writing press releases.
- Writes and/or repurposes email communications for all departments.
- Provides proofreading and editing services to all departments.

Strategy and Analysis

- Works closely with the Communications Director and Communications Specialist to target, engage and grow our digital audience and to deploy integrated campaigns.
- Develops multi-channel, story-based campaigns based upon identified engagement strategies.
- Tracks, measures and reports on the effectiveness of digital communications with qualitative insights and specific quantitative metrics of engagement, over time, with monthly reporting.
- Provides quarterly and yearly reports and forecasts for audience growth.

Technology and best practices

- Develops and maintains systems for content creation and planning including content and editorial calendars. Collaborates with team members to ensure process adherence.
- Responsible for managing content and assets for a large WordPress CMS website as well as in the development of an asset management library and software system.
- Provides team member support with knowledge of the BlackBaud Luminate CRM for the deployment of e-mails.
- Creates digital communications in alignment with Google's constantly changing SEO requirements and with current best content practices.
- Utilizes tools such as Google Analytics, Crowdly and Google AdWords to implement and test engagement strategies.
- Stays current with changing tech, software and digital media best practices.

Leadership and Management (10%)

The Content Writer and Specialist is responsible for:

- Maintaining and developing strong skills necessary to create, develop, repurpose and share engaging content.
- Discussing the Content Writer and Specialist's professional development.
- Developing relationships with media, editorial and communications outlets and professionals.
- Responding to program requests/communications in a timely fashion.
- Participating in building team dynamics.
- Managing up through discussions with the Communications Director regarding the Director's own work plan/monthly goals/work product; and staff and management development.