Job Description

The position description is a guide to the critical duties and essential functions of the job, not an all-inclusive list of responsibilities, qualifications, physical demands and work environment conditions. Position descriptions are reviewed and revised to meet the changing needs of the organization at the sole discretion of management.

FUNCTIONAL JOB TITLE: Content Manager
DEPARTMENT: Marketing and Communications
REPORTS TO: Vice President of Marketing and Communications

FOR HUMAN RESOURCES ONLY

FLSA EXEMPT: DATE:

AUTHORIZED BY:

Email applications to: devera@unitedwayli.org
ONLY Applications that include a cover letter and three (3) writing samples will be considered.

Position Objective:
The Content Manager will effectively communicate United Way’s mission and ensure all communication to donors, volunteers and community members is professional, effective and impactful. The position requires responsibility for writing all content, including, but is not limited to: press releases, testimonial stories, reports, website, social media and campaigns.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions unless this causes undue hardship to the organization.

Essential Job Functions:
• Responsible for developing, researching, interviewing and writing for a variety of materials for both digital and print, including newsletters, advertisements, executive bios, talking points, speeches, campaign materials, promotional content, fundraising, press releases, op-eds, talking points, social media and websites.
• Write compelling pieces for use in grants, donor appeals and other constituent messaging.
• Assist with the development of fundraising event-related scripts.
• Create and manage United Way of Long Island’s social media presence including Facebook, Twitter, Instagram, LinkedIn and YouTube.
• Edit email marketing campaigns.
• Assist with the development of a bi-monthly report for Board of Directors meetings.
• Maintain professional and technical knowledge by attending educational training and workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.
Other Duties:
• Maintain excellent communication with all staff.
• Attend and participate in Community Impact & Resource Development and other staff meetings.
• Actively participate on the Marketing and Communications Committee.
• May be assigned other tasks and duties reasonably related to their job responsibilities.

Education:
• Bachelor’s degree in journalism, marketing, communications, public relations, or related field.

Skills and/or Experience Required:
• Must possess exceptional writing and editing skills, including superior spelling and grammar.
• A minimum of 3 years related experience in journalism, marketing, communications, or public relations.
• Must have excellent communication skills and the ability to be engaged with all stakeholders – internal and external.
• Ability to operate a personal computer and familiarity with automated office support systems and applications, including Microsoft Office (Word, Excel, Outlook and PowerPoint).
• Knowledge of website design and content development.
• Prefer experience in the not-for-profit sector.
• Knowledge of social media platforms and analytics, including Facebook, Twitter, YouTube, Instagram, Linked-In among other trending tools.
• Mature and detail-oriented with the ability to work independently, as well as collaboratively.
• Ability to work well in a fast-paced environment, under tight deadlines.
• Strong project and time-management skills.

Mathematical Skills:
• Ability to perform basic mathematical skills, such as addition, subtraction, division and multiplication.

Reasoning Skills:
• Ability to define problems collects data, establish facts and draw valid conclusions.
• Ability to solve practical and intellectual problems utilizing principles of logical thinking.
• Ability to work within general guidelines and minimal supervision.
• Ability to organize, prioritize and execute responsibilities in the face of conflicting priorities or unexpected situations.
• Ability to recognize the need for confidentiality of information and to maintain such confidences.

Physical Demands:
• Regularly required to speak clearly and hear the spoken word well.
• Regularly required to physically operate routine office equipment such as telephones, computers, printers, copiers, etc.
• Regularly required to utilize near vision ability to read data and documents, including spreadsheets and reports, in printed form and on computer screens.

Work Environment:
• Noise level is consistent with levels usually present in an office environment.
• Hazards present are consistent with those common to an office environment.