



## **JOB DESCRIPTION – CONTENT SPECIALIST**

A Content Specialist's primary responsibility is to seek out and create content for all of the organization's media platforms. Content that is constant and impactful is essential in telling our story and developing our voice as an organization. This specialist not only has to possess strong writing and editing skills, but also think creatively in how a single message is best delivered across different modes of communication.

The Content Specialist will work closely with the Director of Marketing and Communications and the Head of Brand and Donor Experience on a variety of cross-organizational projects.

Reports to: Director of Marketing and Communications

- Develop and execute a blog content strategy that highlights all areas of the organization, including partnerships, events and relevant topics to the veteran and military family community. Support the fundraising team in blog content related to development: partnerships, philanthropic giving, events, etc.
- Assist the Social Media Coordinator and Marketing Specialist with content across all social platforms (Facebook, Twitter, Instagram, LinkedIn), both in strategy and creating content as assigned.
- Work with each program area to identify client stories and topics for highlighting on the website, blogs and social media. Share and help develop those stories with the Public Relations Contractor for media pitching opportunities.
- Provide content for the organization's e-newsletter, specific to programs.
- Provide content for e-blasts as assigned by the Director of Marketing and Communications / Head of Brand and Donor Experience.
- Serve as a voice within communications team on marketing campaigns.
- Assist with content and production of video projects as assigned by the Director of Marketing and Communications / Head of Brand and Donor Experience.
- Work with the fundraising team on drafting content, including appeal letters, fundraising website content, event sponsorship packets, etc.
- Work with the fundraising team to identify supporter/donor stories and topics for highlighting on the website, blogs and social media. Share and help develop those stories with the Public Relations Contractor for media pitching opportunities.
- Work with the Social Media Specialist and Marketing Specialist on social media fundraising campaigns, as directed by the Director of Marketing and Communications / Head of Brand and Donor Experience.
- Work with the program team on content creation for virtual programming.

## **SKILLS and ATTRIBUTES**

- Proficient in AP Style.
- Creative thinker.
- Deadline-driven and accountable.
- Pro-active in content creation (not just assignment-driven).
- Adept at writing for a variety of media platforms and for a wide-range of audiences.
- Military cultural competency a plus.
- Ability to research an assignment to elevate content.
- Captivating multi-media storyteller.
- Thrives in a team environment yet able to work independently.
- Strives for excellence in all work.
- Ability to receive and apply feedback.