



THE AMERICA250 FOUNDATION

Position: Senior Lead, Digital Content Strategy

Date Posted: January 6, 2022

Applications Due: January 22, 2022

Start Date: February 2022

To apply for this position, please email your resume and cover letter to jobs@america250.org with the job title in the subject line. Please note there is a preferred candidate.

America250

America250 is the multi-year commemoration of the 250th anniversary of the United States of America that peaks on July 4, 2026. It is a once-in-a-lifetime opportunity to deepen understanding of our complicated past and ignite shared optimism for our future through engaging programs and experiences.

Mission: To commemorate our 250th anniversary by designing inclusive programs that inspire Americans to renew and strengthen our daring experiment in democracy.

Vision: The shared experiences of America250 will ignite our imaginations, elevate our diverse stories, inspire service in our communities, and demonstrate the lasting durability of the American project.

Values: Service, Diversity, Collaboration, Respect, Integrity, Optimism, and Imagination

About the America250 Foundation

The America250 Foundation is the 501(c)(3) nonprofit partner of the U.S. Semiquincentennial Commission. The Foundation works collaboratively with the Commission and public and private entities across the country to bring the vision for America250 to life through national and grassroots programming, commercial and non-commercial partnerships, marketing, and fundraising efforts. For more information visit www.america250.org

This role is based in New York City with a hybrid of remote and in-office work expected, including traveling to the Alexandria, Virginia, office.

POSITION OVERVIEW: The Senior Lead for Digital Content Strategy will oversee the planning, creation, editing, and publishing of content for America250's social media channels. The Senior Lead will also serve as a resource for public and private partners working to amplify America250's storytelling through their digital platforms. The Senior Lead will create initiatives to help grow America250 social media presence and level of

engagement. This includes bespoke and annual online campaigns and managing third-party vendors.

In this role, the Senior Lead will proactively recommend responses to relevant breaking news and nationally significant conversations playing out on timelines, public chat rooms and other spaces online. The Senior Lead will have a primary focus on increasing the awareness of the organization's initiatives, programs, website traffic and social media engagement. The Senior Lead will work across the organization and closely with the Office of the President and the Chief Communications Officer.

ESSENTIAL FUNCTIONS

- Provide strategic counsel around social media topics and related areas of interest including digital marketing outreach.
- Expand reach and engagement of initiatives by America250 and its partners.
- Provide analysis, recommendations and reporting on social media performance.
- Oversee planning, programming and posting for all America250 social media channels.
- Define and drive social strategy, helping develop a voice and tone, KPIs and goals.
- Integrate social strategies in activities across the organization.
- Develop and manage monthly content calendars.
- Develop and reinforce social media best practices and protocols.
- Plan, execute and oversee organic and paid social campaigns.
- Set and track key performance metrics that align with mission-based objectives.
- Possess familiarity with social media reporting platforms, video editing and basic principles of photography.
- Collaborate with teams internally and externally in the creation and distribution of content that attracts new audiences.
- Curate, develop or manage production of videos for daily use, including behind-the-scenes.
- Develop and edit content specific to social media platforms.
- Track production schedules for internal and external content providers.

QUALIFICATIONS/SKILLS REQUIREMENTS

- Minimum 3-5 years of combined media experience with a focus on digital media production.
- Excellent and creative writer.
- Develop a social media content framework calendar for social media.
- Monitor trends, social platform updates and industry innovations.
- Demonstrated experience with earned and paid digital media strategies.
- A demonstrated track record of solid news and editorial judgment.
- Experience managing video programming and livestreaming.
- Experience managing social media accounts for large audiences.
- Experience working with a variety of digital content management systems.
- Strong presentation skills.
- Oversee any administrative tasks related to the role.

The America 250 Foundation adheres to the equal employment opportunity guidelines set forth by federal, state and local laws and does not discriminate based on race, religion or creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic characteristics, marital status, sex or gender (which includes pregnancy, childbirth, or related circumstances), gender identity, gender expression, age, citizenship, sexual orientation, family care or medical leave status, military and veteran status, political affiliation, or any other characteristic protected by federal, state and local laws.