



Position: Digital Content Manager

Organization: America250 Foundation

Date Posted: July 15, 2022

Applications Due: August 31, 2022

Start Date: ASAP

Location: New York City or Washington, D.C. area

ABOUT AMERICA250 & THE AMERICA250 FOUNDATION

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-lifetime opportunity to deepen understanding of our past and ignite shared optimism for our future through engaging programs and experiences. Together we are inspiring the American spirit within all Americans and each American, grounded in our nation's founding principles, for our continuing journey toward a more perfect Union.

The America250 Foundation (Foundation) is the 501(c)(3) nonprofit organization that is the primary operating entity for 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 noncommercial partnerships, marketing, and fundraising efforts. For more information visit www.america250.org.

The Foundation is seeking a Digital Content Manager. The Digital Content Manager is expected to be an excellent digital storyteller and publisher with experience in managing digital content from planning and development to production and distribution. The Digital Content Manager possess strong writing, proofreading and editing skills, and has basic knowledge of photo and video editing and page design. The content manager must have sound editorial judgment, experience in managing website content, the ability to work on tight deadlines and the desire to tell stories in keeping with the organization's mission.

As the gatekeeper of the website and other digital properties such as content for email, the Digital Content Manager must maintain high standards and best practices across all publishing platforms. The Digital Content Manager drives the supervision of content requests for the website and supporting properties. This position requires a dynamic, self-motivated individual with experience in creating and managing content to engage our audience and provide a meaningful user experience.

To achieve our goal of building a legacy of meaningful impact, America250 celebrates the diversity of American life, deepens our understanding of American history, and inspires a renewed sense of patriotism and civic engagement. We strive to develop staff, programs and partnerships representing a broad cross-section of differences, including but not limited to 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. A250 colleagues agree to respect the unique perspectives and experiences of their fellows, to communicate openly and thoughtfully, and to work

collaboratively on our journey towards greater equity across our organization, processes, and partnerships. We affirm that our diversity is our strength.

ESSENTIAL RESPONSIBILITIES

- Manage, write, edit and publish content for the organization's digital properties, including web, the blog and email.
- Write, edit and publish content for the blog and other content formats.
- Edit and package content from contributors, including organization staff and partners.
- Coordinate with the Chief Technology Officer and consultants to maintain website and email platform capabilities.
- Deliver specific metrics with in-depth assessment and actionable recommendations, especially for annual online campaigns.
- Develop web pages to improve user experience with a focus on mission driven information, lead generation and growth.
- Archive web-based information as appropriate for future reference.
- Perform quality assurance and daily content maintenance of the website.
- Manage and evolve web content and architecture based on organizational needs.
- Drive and implement recommendations on page design, editorial content organization, navigation and user experience for website and other digital properties.
- Develop editorial content to increase web traffic and coordinate web projects across the organization.
- Create content with building search engine optimization in mind.
- Manage online and email content management systems.
- Proactively research and develop stories that resonate with a wide audience.
- Produce and manager online content calendar, using an integrated approach to deliver stories across web, email and social media.

REQUIREMENTS

The ideal candidate will have the ability to synthesize disparate sources of information, produce accurate analysis, and clearly communicate outputs, all with the lens of reaching an appropriate level-of-detail required for decision-making and communication. He/She/They must possess the dexterity to discern when issues require escalation and resolution, and the capability to interact within all levels of the organization, government, external partners and stakeholders.

Additional requirements for the position are:

- Bachelor's degree in English, journalism, digital content strategy, communications or related fields.
- Possess strong creative skills from writing to design knowledge with the ability to plan and manage content across various digital channels.
- Experience in managing website pages and familiarity with web design tools and CMS tools.
- Experience in planning and managing content projects, including with other stakeholder teams and outcome owners.
- Exceptional communication and organizational skills.
- Basic knowledge of HTML and experience with popular content management systems (Drupal, WordPress, Constant Contact).
- Familiar with standard concepts, practices, and procedure for developing websites.
- Ability to manage multiple projects.
- 3-6 years' experience managing content and production for high traffic websites.
- Experience with web, mobile and content analytics tools.
- Experience with search engine optimization techniques.
- Excellent proofreading, copyediting and editing skills.

- Keen ability to recognize news of current events as they relate to the organization and mission that could be repurposed or used on our digital channels.
- Familiar with Associated Press style and the principles of reporting and research.
- Proficient computer skills (Microsoft Office, Photoshop, Adobe Acrobat Professional, Dreamweaver, etc.).
- Demonstrated project management skills and must have the ability to work with staff on all levels of the organization.

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.

MORE ABOUT THE POSITION

This is a full-time position that will require, at the appropriate and safe time, significant weekly time in America250 Foundation's headquarters located in Alexandria, VA and/or its office in New York City.

To apply for this position, please email your resume and cover letter to jobs@america250.org by August 31, 2022.

The America250 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.