



WEBSITE CONTENT MARKETING MANAGER

JOB TITLE: WEBSITE CONTENT MARKETING MANAGER
DEPARTMENT: MARKETING

SUMMARY

We are looking for a dynamic, self-motivated individual with experience in web content management, writing, and editing for the web, graphic design and site management.

The website content marketing manager will be responsible for developing the voice for all aspects of the organization's online presence. In addition to writing, editing, and proofreading site content, this person will also work closely with the technical team to maintain site standards with regard to new development. The website content marketing manager will also be responsible for crafting site promotions, email newsletters, and online outreach campaigns.

The content manager will work closely with technical, business development, and marketing members of our organization, so strong communication skills are needed. The ideal candidate will also have experience managing online marketing and outreach campaigns. Tasks require a strong attention to detail and the ability to work under tight deadlines.

RESPONSIBILITIES

- Create, develop and manage dynamic, fresh, and modernly designed content for organization's web presence (requires working with content management software)
- Coordinate web projects across departments
- Maintain a consistent look and feel though all web properties
- Working with a cross-department team, maintain and develop the master content calendar for all web properties
- Copy, edit and proof read all web content
- Keep current with emerging web technologies through relevant blogs, listservs, and events
- Assure web-based information is archived for future needs and reference
- Track and report all site metrics
- Work cooperatively with key members, clients, and vendors
- Collaborate with managers and colleagues to produce design ideas in alignment with requests
- Revise and edit designs for final presentations
- Create digital and social media advertising ads
- Design fresh, new, and innovative graphics
- Make edits and quick changes to materials based on feedback and criteria

SKILLS AND ABILITIES

- Exceptional communication and organizational skills

- Advanced knowledge of HTML and experience with popular content management systems (Drupal, Convio, Kintera, etc.)
- Evidence of UX and UI design experience requested
- Portfolio of previous created and managed projects, websites
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Adobe Photoshop skills or Adobe Creative Suite experience
- Proven ability to build consensus and work effectively within a cross-departmental team
- 3 – 5 years of experience content and production for high traffic websites
- Bachelor’s degree or technical degree in Communications, Website Design (UX or UI design) English, journalism, Marketing, Technical Writing or related field or experience
- Excellent project and time management skills
- Strong verbal and written communication skills
- Well organized and team oriented
- Highly Creative
- A keen eye for detail
- Open to constructive criticism and make on-the-fly changes as directed
- Must be flexible and able to work independently
- Must be a team player and flourish in a fast-paced, time-oriented environment
- A creator, builder, self-starter
- Passion, Integrity and Energy!

EDUCATION AND/OR EXPERIENCE

- Adobe Creative Suite: 2 Years (Required)
- Strong Proficiency with MAC
- **Portfolio of work is requested**

Resumes and cover letter should be submitted via email to: HR@livingwd.org