

SA2020

Job Description: Content Manager

Do you love crafting emails, tweets, and stories that inspire people to think differently or even take action? Are you naturally curious? Does a shared Community Vision speak directly to your heart? SA2020 is looking for a Content Manager that will lead as the written voice of SA2020. The Content Manager will understand strategic communications and take every opportunity to implement it. This includes writing, editing, and coordinating content for social media, newsletters, websites, and reports, as well as writing press releases, grant applications, and donor letters.

All SA2020 Team Members practice the organization's Core Values:

Community: We work to achieve results prioritized by the community. We follow and uphold the community's vision, understanding that the collective well-being of San Antonians is a shared responsibility.

Accountability: The community's agenda is our agenda. We are transparent and intentional in our work, holding ourselves, multi-sector organizations, and elected officials accountable to collective goals.

Leadership: We believe everyone is capable of affecting change, and we respect knowledge and expertise across all levels of organizational hierarchy and power.

Curiosity: We challenge one another to ask "why." We practice continuous learning and improvement, while always leading with results.

Celebration: We celebrate incremental change. We seek joy while engaging in the difficult work of systems change.

Responsibilities

Research

- Support the team in writing and editing narratives and content for all research and reports

Storytelling

- Create and edit content about San Antonio's progress that celebrates incremental change, highlights persistent challenges, and shares calls to action
- Work with the Brand Manager to update and maintain content for SA2020-managed websites and manage all of SA2020's digital platforms, including social media and newsletters
- Lead the production of a biennial journal that broadens perspectives about systemic inequities through race conscious storytelling
- Work with the team to develop new channels for storytelling

Practice

- Support the Director of Community Impact in recruiting and strengthening partnerships
- Maintain and grow SA2020's community engagement through segmented newsletter distribution lists, social media engagement, and text platforms
- Work with the Brand Manager to promote all SA2020 programming and events
- Support the team in planning and executing programs and events

SA2020

Organizational Sustainability

- Promote SA2020's work across all communication platforms
- Track, report, and produce recommendations for strengthening SA2020's digital analytics
- Produce and distribute press materials, including press releases and requests for coverage
- Pitch engaging stories to local and national media
- Support the team in creating and editing content as needed

Required Experience & Skills

- Bachelor's degree + 4 years' work experience OR
 - Associate degree + 8 years' work experience OR
 - High school diploma + 12 years' work experience
- Experience in crafting effective written communications
- Experience in developing and implementing a strategic communications plan
- Experience utilizing up-to-date digital tools and platforms for public engagement
- Experience leading public relations and marketing activities
- Excellent editing skills
- Knowledge of best practices in communicating about racial equity
- Experience in evaluating and strengthening digital platform analytics
- Proficient in data entry and clean up
- Proficient in gathering large amounts of information and communicating salient points
- Proficient in digital marketing tools (Eventbrite, Mailchimp, Constant Contact)
- Proficient in Microsoft Office, Google Suite, and Zoom

Preferred Experience & Skills

- Master's degree
- Additional 3 years of professional experience
- Experience advancing racial equity through communications
- Bilingual (Spanish & English) or Multilingual
- Proficient in editing software to create audio and visual storytelling elements
- Proficient in Adobe Creative Suite, Salesforce and integrated marketing apps

Position Details

This position is a full-time, benefits eligible position with an annual salary range of \$55,498-\$69,373 based on skills and experience, and is scheduled to begin in early April 2021. SA2020 offers a great benefits package that includes health, dental, vision, 401k, and a fantastic PTO and holiday policy. SA2020 works remotely and provides a connectivity stipend to offset phone and Internet costs. You must pass a background check prior to employment. SA2020 is an equal opportunity employer.

To Apply

To apply for this position, please submit your cover letter and resume, both as PDF attachments, to Ariane Etemadi at ariane@sa2020.org. Please use "Application: Content Manager" as the subject line. This position will remain open until filled.