

EAST JOB DESCRIPTION

JOB TITLE: Content Creator

DEPARTMENT: Operations

SUMMARY: The Content Creator is responsible for writing, reviewing, editing, and updating content for the company websites, marketing materials, social media, mass emails, magazine, scripts, press releases and more. This position will conduct research and interviews to learn more about the individual, EAST programs, the education market, and activities taking place within the organization and network. To effectively deliver a holistic voice of EAST, the Content Creator will engage with and support all internal departments as well as build a collaborative relationship with our network of schools. This position will create and/or assist in the development of written, audio and video content for EAST. The Content Creator works with a variety of media and technical environments to advance EAST's mission and implementation of the strategic goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Organize writing schedules to complete drafts of content or finished projects within deadlines
- Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content
- Write, review, edit, and update content for the company websites, marketing materials, social media, mass emails, magazine, podcasts, scripts, press releases and more.
- Generate, edit, interview, and capture content using multiple media types as appropriate for press releases, project profiles, features, podcasts, videos, etc.
- Research and plan out effective and engaging content ideas for industry related topics
- Make well-organized drafts, proofread the material, and route for review
- Optimize content according to SEO standards and principals
- Coordinate with the designer and marketing teammates to clarify articles and deadlines
- Conduct research and interviews to learn more about current trends, developments, and perceptions about the subject matter, and then contextualizing your findings.
- Use social media to engage and retain the EAST network and new followers. Help convert them into leads, customers, active fans and promoters of EAST.
- Collaborate with the communications team to provide a consistent message and brand across all platforms
- Serve as a brand ambassador for EAST and provide guidance and support on its use both internally and externally
- Develop and foster various media relationships locally, regionally, and nationally
- Develop and foster a collaborative relationship with schools to capture stories, EAST projects or other PR resources
- Manage and deploy mass mailing communications and databases
- Participate in EAST trade show booths and presentations as needed
- Collaborate with the Development office and the Events staff related to media and publicity
- Organize and index all communication outputs by keywords for reference including recognitions, technology used, and photographs so they are easily accessible for review and request
- Other duties as assigned

SECONDARY DUTIES AND RESPONSIBILITIES:

- Work with staff and committees to plan and deliver the Annual Conference and other events
- Assist with EAST printing related negotiations and purchasing as applicable to related projects
- Capture photographs as needed for projects or internal use
- Edit videos and capture photographs as needed

QUALIFICATIONS:

- Outstanding writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including the ability to present concepts verbally

- Writing experience both from a journalistic and public relations point of view
- Target content to specific audiences
- Strong knowledge and understanding of current trends in digital media/social media
- Understanding of Privacy Policies (e.g. COPPA, FERPA) particularly those that have a greater impact on minors.
- Portfolio of already published articles and web content
- Experience in collaborating and leading major projects required
- Basic knowledge of standard business practices in the PR, commercial printing and marketing industries
- Detail-oriented and ability to adapt and make sound decisions in a diverse and changing job environment
- Proactive project management skills
- Ability to communicate with a diverse population of interested parties
- Ability to collaborate in teams
- Must have a current, unrestricted driver's license
- Must have the ability to travel by common carrier

SUPERVISORY RESPONSIBILITIES:

- None

EDUCATION AND/OR EXPERIENCE:

- Bachelor's Degree in communications, journalism, public relations, or marketing
- 2 years of experience working as a Content Creator, Content writer, Content Strategist or a similar role
- Experience with content creation tools and editing software (Constant Contact, HeyOrca, Canva, Adobe products), a plus.
- Nonprofit experience, a plus

LANGUAGE SKILLS:

- English language: including punctuation, spelling, grammar, and writing technique
- Excellent written and verbal communication skills

REASONING ABILITY:

- Ability to problem solve using deductive reasoning skills in a timely manner

MATHEMATICAL SKILLS:

- Basic skills including but not limited to addition, multiplication and division of whole numbers, decimals and fractions

PHYSICAL DEMANDS:*

- Ability to occasionally lift 35 pounds
- Ability to drive a car
- May frequently be required to stand, walk, use hands, reach, stoop, kneel or bend, talk, or hear

**Requests for accommodation need to be directed to Human Resources.*

WORK ENVIRONMENT:

- Quiet to moderate noise level
- Fast paced and positive

Signature

Print Name

Date