**Job Title: Content Strategist**

**Reports To:** Director of Membership Development and Communications

**FLSA Status:** Exempt

**Revision Date:** June 2021

**Position Summary:**

Responsible for the creation of content for all elements of the organization’s annual communications cycle, including electronic, video, print and social media. Assist in the gathering and maintaining of tracking metrics to measure effectiveness.

**Full Job Description:**

SCACPA is looking for a content strategist with expert writing, project management and collaboration skills to join the SCACPA membership team. You will write and develop content to use across multiple media to support the organization’s strategic communication goals to help us increase member engagement through our on-line community, social media, weekly e-newsletter, quarterly magazine and more. You will be essential in helping us craft connections among members, and members with our organization.

**Essential Duties:**

* Form a detailed understanding of the multiple elements of the communications plan, and each element’s role in the organizational communication strategy
* Write clear, engaging and media specific content for distribution across multiple media, including: electronic marketing, publications, e-newsletter, brochures, print, direct mail, website, videos, social media and other delivery channels for SCACPA programs, events, education and membership
* Leverage and help plan all content elements, including copy, images, and interaction.
* Produce and distribute regular electronic elements, such as the weekly membership newsletter, regular blog posts and social media publications
* Serve as Managing Editor of quarterly magazine and execute associated duties.
* Provide design and illustration assistance from conception to completion as required
* Create elements for print, video, social media, email, and other digital mediums according to SCACPA brand standards
* Work with internal and external teams to bring projects from conception to completion
* Work under supervision of the department manager and in conjunction with the other departments to meet assigned deadlines
* Assist in creating engaging content for social media distribution which may include photos, videos, stories, links, takeovers, live videos and industry announcements
* Maintains high skill levels in software programs required to perform assigned job functions; participates in training focused on the use of design and illustration software necessary
* Assist in management of multiple campaigns, tasks and changing priorities
* Assist in day-to-day website quality assurance, including: ensuring compliance with SCACPA brand standards; under supervision, apply best practices of digital accessibility, mobile responsiveness and search engine optimization; troubleshoot site errors such as typographical errors, broken links and accessibility issues as needed
* Assists in archiving and maintaining digital files, project hard copies, photography, illustrations, logo art, typestyles, historical collateral samples, etc., of organization materials and resources, and in maintaining a log of said archives to assist other department members in locating necessary files and references
* Provide member and customer service
* Other duties as assigned

**Desired Skills:**

* Ability to initiate tasks, assume responsibility, and to work with minimal supervision
* Ability to prioritize tasks, to handle multiple tasks concurrently and completely, with responsible follow-through
* Ideal candidate will have strong problem solving skills, the ability to multi-task several different responsibilities and enjoy working in a fast-paced work environment.
* Familiarity with MailChimp, WordPress, YouTube, Adobe Products
* Social networking experience and social analytics tools knowledge
* Meticulous attention to detail