

Position Title: Content Strategist (Remote)

Reports to: Director of Marketing & Communications

Employment Type: Full-time, Salaried (exempt from overtime)

Salary Range: \$70,000-\$80,000

Anticipated Start Date: March 2023

Summary: Reporting to the Director of Marketing and Communications, the Content Strategist plays a lead role in strategizing, producing, distributing, and optimizing Population Media Center's marketing content, working with the Marketing team to bring the brand vision to life via an integrated marketing plan. The Content Strategist will be knowledgeable on aspects of PMC's brand, acting as brand champion across the organization. This position works closely with cross-functional departments, field offices, external vendors, and other marketing staff.

Who You Are:

- Marketing professional and brand management expert who is able to create and assess materials for potential content to be used across print materials and digital channels.
- Experienced webmaster who excels at keeping website and associated landing pages on-brand and powerful.
- Team player who collaborates internally and externally to collect and assess impact, stories, and assets from a variety of sources.

Key Responsibilities (include but are not limited to)

Content Acquisition:

- Identifies and plans for content needs for publications, campaigns, events, fundraising, and partnership development.
- Applies deep understanding of PMC's audiences, brand, and global work on social issues to marketing content strategy.
- Receives, assesses, and responds to internal creative brief submissions.
- Works with in-country teams, Program Managers, and the Research Team to collect and assess impact, stories, and assets from the field. Organizes and files these materials for easy access by all PMC staff and PMC marketing team.
- Reviews reports, emails, and other materials for potential marketing content, making strategic decisions on what content is produced and where it's used across print materials and digital channels.

Content Creation:

- Manages project timelines to self-produce significant content and assigns tasks to other PMC colleagues and/or external vendors. Must be an excellent writer.

- Researches, writes, and designs print and digital materials, including email campaigns, web content, fact sheets, flyers, white papers, solicitations, PowerPoint presentations, and electronic newsletters.
- Leads team in maintaining our website and associated landing pages to be up to date, on-brand, and powerful.
- Leads team in email writing and distribution, including positioning emails, newsletters, automated email flows, and solicitations.
- Manages internal marketing files/SharePoint library for use across PMC. This includes templates, PMC's photo library, and brand materials. Manages Hubspot CRM content organization.
- Frequently edits materials by other staff to include brand voice consistent with audience needs and expectations.
- Supports Digital Advocacy & Mobilization Manager with social media strategy, implementation, and growth.

Dissemination and Optimization:

- Works with Digital Advocacy & Mobilization Manager and Marketing & Communications Director on content distribution strategy.
- Works with Digital Advocacy & Mobilization Manager, Database Administrator, and Marketing & Communications Director on regular reporting to understand audience engagement and effectiveness. Data sources include HubSpot analytics, Google Analytics, Salesforce, and social media.

Skills and Experience:

Required:

- Strong project management skills; experience managing complex projects
- Ability to operate independently and bring ideas and solutions to issues raised
- Ability to define problems, collect data, establish facts, and draw valid conclusions.
- Digital marketing background, especially with websites, email marketing, and automation
- Demonstrated experience with brand
- Demonstrated writing skills
- Must be highly organized

Strongly Preferred:

- Graphic design skills and/or video experience
- Hubspot experience
- Managing non-profit or advocacy social media profiles
- Proficiency in French and/or Spanish

Computer Skills

- A high degree of proficiency is required in MS Office, especially Excel, Word, and PowerPoint; Adobe Creative Cloud software including Photoshop, InDesign, and Illustrator. Experience with WordPress (or other similar CMS), Google Analytics, and marketing automation is required.
- Experience with Salesforce, HubSpot, WordPress, Google AdWords, video editing, HTML, Figma, and Canva.

Language Skills

- Ability to read, analyze, and interpret common scientific and technical journals and financial reports.
- Ability to conduct interviews or take information from disparate sources and compose meaningful stories and campaigns. English language fluency required.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

Physical Requirements

Primarily sedentary work requiring long periods of sitting or standing. While performing the duties of this Job, the employee is frequently required to talk or hear. Specific vision abilities required by this job include close vision and color vision.

Location:

- PMC HQ is based in South Burlington, Vermont, but this position is suitable for telecommuting from a home office.
- Work hours will depend on the need to participate in PMC meetings and activities across different time zones.

Qualifications: Minimum Education

- BA/BS (or equivalent experience) in communications, marketing, design, or related field. Background in organizing for social change and/or advocacy helpful.
- A minimum of 3 years' experience in marketing

Who We Are:

Founded in 1998, Population Media Center (PMC) is the global sustainability non-profit and production partner that creates popular entertainment for universal social and environmental good. PMC's award-winning TV and radio series, broadcast in the US and 50+ countries, have proven positively life-changing for millions of people. By empowering audiences, and especially

women and girls, through transformative storytelling that addresses fundamental threats to global sustainability where it matters most—in human hearts and minds—we inspire entire communities to choose a healthier, more equitable, and flourishing world for all.

Why Work for Us:

Our tight-knit team is empowered with autonomy and creativity in their day-to-day work and energized by our mission to solve the world’s toughest environmental, economic, and social justice challenges. You will be a crucial member of the Marketing & Communications team, working closely with the Director of Marketing & Communications, the Digital Advocacy & Mobilization Manager, and the Fundraising & Marketing Database Administrator. This role also coordinates very closely with numerous other PMC departments, particularly our Development Team.

PMC offers its employees a competitive salary and excellent benefits including paid time off, health and dental insurance, employee assistance program and a generous employer 401(K) contribution.

How to Apply:

Submit cover letter and resume to jobs@populationmedia.org. Review of applications and interviewing to begin immediately and continue until the position has been filled.