

Helen Keller JOB ANNOUNCEMENT

Content Marketing Manager

(NYC preferred; other locations may be considered)

Guided by the remarkable legacy of its co-founder, Helen Keller, Helen Keller Intl partners with communities that are striving to overcome longstanding cycles of poverty. By delivering the essential building blocks of good health, sound nutrition and clear vision, we help millions of people create lasting change in their own lives. Working in more than 20 countries – across Africa, Asia, Europe, and the United States – and together with a global community of supporters, we are ensuring every person has the opportunity – as Helen did – to reach their true potential.

Helen Keller is seeking a Content Marketing Manager to help raise Helen Keller's profile and brand, develop, and communicate stories of impact on the lives of individuals, families and communities, and help attract and engage philanthropic individuals and families passionate about Helen Keller's mission.

Scope of the Position

Reporting to the Director, Marketing and Communications, the Content Marketing Manager will communicate Helen Keller's global impact to strengthen the organization's public profile and advance its mission. S/he will help develop, implement, and manage a storytelling pipeline to capture the critical work Helen Keller is doing to help strengthen the organization's public profile among prospects, donors, media, and partners.

We're looking for a self-starter who is both a collaborative thinker and independent contributor with a passion for telling impactful stories that drive donor action. A strong candidate will have a keen editorial eye and strong marketing instincts, always curious to discover new stories and new opportunities. S/he is comfortable producing short form pieces with a quick turnaround and limited details to draw from, and can then adapt that content for multiple channels including, but not limited to: website, social media, email, advertising and donor conversation points.

Key Responsibilities

- Storytelling (65%)
 - Oversee Helen Keller Intl's blog, posting stories biweekly or weekly that demonstrate Helen Keller's impact on children and family members across all countries.
 - Manage distribution of bimonthly digital subscriber newsletter in partnership with the Director.
 - Develop, implement, and manage systems that include workflows, processes, controls and documentation for storytelling pipeline.
 - Partner closely with the Program Communications Officer to implement and refine storytelling pipeline.
 - Liaise with program teams and country-based teams to tease out stories of impact.

- Content Marketing (25%)
 - Adapt stories for and contribute regularly to donor communication including newsletters, emails, annual reports, talking points, social media, white papers, etc.
 - Draft original content and guide, edit, and support content development by colleagues in effort to increase visibility.
 - Manage positioning requests for 990, charity watchdogs, etc.).
 - Support media relations, including monitoring Helen Keller’s public profile, drafting content, and sharing recommendations to raise the organization’s profile.
 - Maintain and monitor brand integrity and editorial guidelines across internal and external communications.
- Social Media (10%)
 - Manage day-to-day social media to grow a community of followers and donors.
 - Convene a group of staff social media contributors to share our work and impact directly with our audiences.
 - Support training for country- and program-based staff to launch and maintain individual social media channels.
 - With Director, liaise with celebrities and influencers to advance Helen Keller’s messaging.

Required Qualifications/Competencies

- **Education:** Degree in communications, journalism, marketing or related field a plus.
- **Experience:** 6-8 years of experience in marketing, communications, and/or journalism, preferably with a global nonprofit, or equivalent combination of education and experience.
- Experience or interest in donor communications, development, or fundraising.
- Superior English language writing, editing, and proofreading skills, with focus and experience in synthesizing complex content into essential, compelling messages for a range of mediums including one-pagers, reports, white papers, website, social media and press.
- Ability to independently problem solve and drive your own work across multiple fast-moving projects in a globally dispersed organization with effective prioritization.
- Excellent project management, collaboration, and relationship-building skills.
- Prior experience with Adobe Creative Suite, WordPress, Hootsuite, and Meltwater preferred.
- Demonstrable respect for all persons regardless of religion, ethnicity, class, or gender, with a high comfort level working in a diverse environment with a demonstrated commitment to high professional ethical standards.
- Commitment to Helen Keller Intl’s work and mission.
- Proficiency in French is a plus.
- Ability and willingness to flex work hours to accommodate multiple time zones. Core work hours are expected to follow Eastern Standard Time (US).
- Helen Keller requires all US-based staff, and all staff who travel internationally to be fully vaccinated against COVID-19, whether or not they have had COVID.
- When community transmission rates of COVID are high, Helen Keller also requires all US-based staff to wear masks while providing program services and when in any open or public space in the office and to observe social distancing.

Compensation

The midpoint of the salary range for this position is \$91,000 with a minimum of \$72,800 and a maximum of \$109,200. Actual base salary will vary based upon, but not limited to, relevant experience, base salary of internal peers, and business specialty.

To Apply

Qualified candidates should submit a cover letter and resume to hki.recruitment@hki.org. Applications will be accepted until the position is filled. We would especially appreciate a thoughtful cover letter regarding your specific interest in this role at Helen Keller. Applications will be accepted until the position is filled.

**In the spirit of our founder and namesake, Helen Keller
is dedicated to building an inclusive workforce where diversity in all its forms is fully valued.**

We are an Equal Opportunity Employer where all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, genetic information, disability, or protected veteran status.

We are committed to providing reasonable accommodation to individuals with disabilities. If you are a qualified individual with a disability and need to request an accommodation during the application or interview process, please contact us at the email above or call: +1 646-356-1789.