



Content Manager

JOB TYPE: Full-time

SALARY: \$33,000

HOW TO APPLY: Applicants must submit RESUME AND COVER LETTER (PDF preferred) to jobs@bdgsc.org

******ONLY APPLICATIONS WITH A COVER LETTER WILL BE CONSIDERED******

WHO WE ARE: We are the preeminent leadership development organization for girls. Girl Scouts offers girls a chance to practice a lifetime of leadership, adventure and success. With support from dedicated adult volunteers, parents and staff, we deliver the best Girl Scout experience to 10,500 members: 7,500 girls and 3,000 adults in 61 counties within West Virginia, Ohio, Maryland and Virginia.

WHY YOU WANT TO WORK HERE:

- At Girl Scouts of Black Diamond, we have a clear vision: to be a place where a diverse mix of talented people want to come, to stay and do their best work. We are dedicated to promoting diversity, multiculturalism and inclusion among our staff and membership.
- Flexible schedules available.
- Comprehensive benefits package including Medical, Dental, Eye and Life insurance; 401K; flexible spending account; optional supplemental insurance.
- Free parking.
- Generous leave—3 weeks paid vacation to start, 12 sick days annually, 12 paid holidays annually PLUS the week between Christmas and New Year's.

We are a dynamic, diverse, fun team of professionals who love providing a meaningful and impactful experience

Reports to: Director of Marketing

Classification: Non-exempt, regular full-time, 35-40 hours per week

Purpose: The Content Manager is accountable for creation and delivery of information to various Girl Scout stakeholders through fresh, informative, appealing, timely and on brand content.

Location: Girl Scout and Volunteer Resource Center – Charleston, WV

Essential Roles and Responsibilities:

- **Create Content**

- a. Create engaging content and graphics using design programs such as Adobe Creative Cloud and Canva for both web and print that advance key business objectives and tell our story through clean, concise and well-organized content.
- b. Collaborate with internal customers to ensure final graphics meet messaging goals and interpret feedback to create appealing on-brand content
- c. Produce member-based publications for print
- d. Generate newsletters for various stakeholder audiences
- e. Adapt existing graphics for our council's needs
- f. Assist with membership drives and campaigns
- g. Graphic design for special events
- h. Event and other photography

- **Write Content**

- a. With the help of subject matter experts, write content for:
 - i. Website
 - ii. Social media
 - iii. Newsletters
 - iv. Publications
 - v. Marketing cloud e-blasts
 - vi. Volunteer development and training
 - vii. Campaigns
 - viii. Presentations
- b. Proofread and edit copy from other departments, as needed
- c. Prepare talking points for staff and volunteers

- **Manage Content, Processes and Procedures**

- a. Marketing cloud technology
- b. Internal communications schedule for:
 - i. Members
 - ii. Parents
 - iii. Girls
 - iv. Volunteers
- c. Sections of the council's website
- d. Social media
- e. Updates and clean up for digital and print communication
 - i. Website
 - ii. Flyers
 - iii. Campaign materials
- f. Coordinate office closing communication, such as:

Required Skills:

- Graphic design
- Email marketing cloud
- Social media marketing
- Website maintenance
- Demonstrated ability creating uniquely crisp, compelling messaging across a range of channels and formats.
- Grammar and spelling—strong attention to detail and top-notch editing and proofreading skills
- Innovative problem solving
- Detail oriented

- Ability to manage priorities and procedures for accomplishing work assignments from/for multiple departments.
- Ability to exercise independent judgment and discretion when handling confidential or sensitive matters and/or files.
- Accurate, organized and detail-oriented, with the ability to sometimes work under pressure and shift priorities in response to changing needs.
- Ability to efficiently collaborate with multiple stakeholders

Required Experience: A minimum of two years' experience with similar job functions.

Required Qualifications:

- Relevant bachelor's degree (journalism, graphic design, marketing, business); equivalent experience accepted.
- Extensive capability using design software; experience using Adobe Creative Cloud preferred. Highly proficient in MS Office.
- Proven, published content portfolio for review.
- Must have reliable transportation.
- Must be able to work a flexible schedule – occasional evenings and weekends.

Required Results:

- Responsive to the swift and evolving needs of the business of Girl Scouts
- Polished, error-free and on-brand content
- The work produced supports the feedback, data, and goals of GSBDC
- Girl Scout stakeholders and potential stakeholders are informed, aware and inspired by timely, relevant content
- Stays current on new technologies, thinks about the impact to the business of Girl Scouts and makes recommendations when necessary

Required Cognitive Skills:

- Solution oriented – can analyze, evaluate and problem solve to reach the best possible outcome.
- Divided attention – the ability to execute more than one action at a time, while paying attention to a few channels of information.
- Planning and time management – mental anticipation of tasks (what and how).
- Shifting – Able to adapt behavior and thoughts to new, changing or unexpected circumstances.
- Able to process information quickly.
- Communicates well – seeks to understand the needs of others
- Creative – Artistic and visionary mindset

Required Habits:

- Commitment to the mission, promise and law of the Girl Scout movement.
- Organized
- Attention to detail
- Eager to learn and apply knowledge and skills in related field

- Thrives in a team environment, but can also be self-motivated to complete work individually.
- Appreciative of diversity.

Success Looks Like: Communication with key stakeholders creates a positive image and reputation both internally and externally, which is the foundation that supports our growth, credibility and satisfaction.

Physical Requirements:

- Occasionally moves throughout the facility to access file cabinets, office machinery, supplies, etc.
- Occasionally drives within the council territory to complete job assignments.
- Frequently moves items that weigh up to 20 pounds.
- Must be able to sit in a meeting or at a work station for up to two hours.
- Must be able to view a computer screen for up to two hours at a time.

Each employee has the responsibility for actively supporting and promoting the Council's commitment to diversity and for developing Council resources through increased membership, strengthening community connections, serving girls and fund development.