
CONTENT MANAGER

JOB DESCRIPTION

Strong Towns, a nationally-recognized non-profit organization, is seeking a dynamic individual to help us grow our movement by managing our content production and project workflow.

The mission of Strong Towns is to support a model of development that allows America's cities, towns and neighborhoods to grow financially strong and resilient. We have nearly 3,000 members worldwide, including at least one in each U.S. state. Our influential media site reaches over 1.5 million people annually and is shaping the national conversation on growth, development and the future of cities.

We need someone to work with our content team to help us manage our content production workflow. Such a person will:

- Have excellent written and verbal communications skills.
- Be self-driven and motivated by the Strong Towns mission.
- Have the ability to work quickly and independently to meet deadlines.
- Be comfortable working with web publishing, page layout, and project management software.
- Be a creative and strategic thinker who enjoys working collaboratively with thought leaders.
- Be able to work collaboratively with a team across digital platforms.

Our team collaborates digitally from locations around the country; there are no locational requirements for this position. We have content deadlines and occasional event-driven demands, but generally keep a flexible schedule. We are an equal opportunity, family-friendly organization. Our work is rewarding and our organization is making a difference.

DUTIES

The Strong Towns theory of change is to expose people to our ideas, engage them in making those ideas relevant to their place and then connect them to a growing movement of people, nudging them to take action in their community. The **Content Manager** position is needed to help us coordinate, manage and execute our content production strategies.

The **Content Manager** is part of a Content Team that includes the organization's President, Senior Editor, Outreach Manager, and Community Builder. Working with this Team, the position includes, but is not limited to, the following:

- Manage the Strong Towns Content Calendar to ensure that the organization is meeting production schedules and content goals.
- Coordinate the production of content and special features, including working with writers, graphic designers, audio editor, and others involved in preparing content for Strong Towns.

- Performing the layout and design of Strong Towns web-published content within the Squarespace platform. Assisting and directing the layout and design of content when produced on other platforms.
- Final copyediting of all content published by Strong Towns.
- The preparation of briefs and other short content pieces.
- The creation of landing pages and other content aggregation platforms.
- Analyzing data collected in Google Analytics, Chartbeat, CrazyEgg, and other platforms to respond to audience feedback and advise the Team on strategy.
- Work directly with the President and the Senior Editor to implement the Strong Towns Strategic Plan and achieve the organization's goals, as established by the Board of Directors.

Graphic design skills are a bonus, but not required. Experience with Adobe-based production platforms (particularly InDesign and Photoshop) is also a bonus, but not a requirement.

The Strong Towns decentralized organizational structure requires that all Team Members be excellent at web-based communication, including a disposition that is generally cheerful and forgiving to others. In particular, the Production Manager is responsible for deadlines and will need to be adept at holding people accountable, despite not being in the same room (or even the same time zone).

COMPENSATION

This is a full-time position that pays up to \$38,000 per year. In addition, Strong Towns provides paid time off, a defined contribution for health coverage, and a matching contribution for retirement.

TO APPLY

If you are interested in this position, please visit www.strongtowns.org/employment to start the application process. We are looking to fill this position by August 9, 2019.