



Down Syndrome Achievement Centers  
educate. inspire. believe.

## **Content Manager – National Office (Hoffman Estates, IL)**

Founded in 2003, our mission is to change the way the world views Down syndrome and send a global message of acceptance for all. Our *work hard, play hard* philosophy allows us to change the world while still having fun. Our free programs range from pre-natal diagnosis through career skills. Each one of our programs is designed to work on specific skill development, including speech and language, literacy, socialization, and fine and gross motor skills. We currently have 57 locations across North America and Mexico, with more in the works! We also serve families in 83 countries with our free programs.

### **Content Manager**

The Content Manager is responsible for content strategy and creation across the organization. Operating as part of the marketing department, the position will be conversant in all aspects of the organization and continuously create compelling content (print, digital, social, and more) that fulfills marketing goals. The Content Manager will envision and implement new content strategies for the organization that effectively leverages multiple channels. The position will also manage interdisciplinary projects for internal clients at the national office and across the network.

#### **Goals:**

- Write and edit strategic and compelling content (print, digital, social, etc.) that advances organizational goals
- Manage the overall flow and repurposing of content throughout all marketing channels
- Serve as project manager for a variety of communications and marketing projects

#### **Responsibilities:**

- Content Creation
  - Serve as the primary writer and editor for all internal and external organization national office content, including print and digital content, newsletters, blogs, broadcast emails, web and social media content, video scripting, and other duties as assigned.
  - Approach the life of the organization with both a journalist's and a storyteller's mindset, creating content that is informative and engaging
  - Manage the organization's voice, establishing editorial principles and key messaging on an ongoing basis
  - Support the writing and editing needs of the Chief Belief Officer, including speeches, presentations, and other methods
  - Ensure consistent implementation of AP Style throughout all public-facing materials
  - Ensure consistency of content and messaging across all channels and platforms
- Branding
  - Develop and execute an editorial strategy that supports the brand vision
  - Help identify market segments (donors, participants, advocates, volunteers, and more) and develop content that resonates with each
- Content Strategy
  - Craft and implement an overall vision for how content should be cultivated, written, and distributed, with specific attention toward consistency of voice

- Supervise the Social Media Coordinator, including the crafting of content strategy for social media. Partner with digital marketing staff to strategize the most effective digital deployment of e-communications content.
- Project Management
  - Build a rapport with individuals across the national office and network, discovering stories that deserve to be shared with the world
  - Leads the creative service process for internal clients, from initial consultation through editing and final production, including timelines and accountabilities
  - Manages inventory and distribution of print materials
  - Act as curator/cataloguer of all photos, video, and written stories as well as any and all content developed.
- Staff Management
  - Supervise the Social Media Coordinator to produce best-in-class social media content
  - Collaborate overall social media strategy with the Social Media Coordinator, who will fulfill the created strategy.

#### Qualifications:

- Education and/or Experience: 4 – 6 years of professional writing, editing, and content development experience. Bachelor's degree from an accredited college or university is required.
- Impeccable Writing and Editing: Ability to craft content that is clear, concise, compelling, and correct. High-level writing and editing skills are a must.
- Computer Skills: Must be very comfortable using a broad array of programs, including advanced proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams, and OneNote).
- Organized: Able to handle multiple projects and meet tight deadlines.

#### Benefits:

**GiGi's values their employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package.**

**Plus, we work to maintain the best possible environment for our employees,** where people can learn and grow with the company. We strive to provide a collaborative environment where each person feels encouraged to contribute to their processes, decisions, planning, and culture.

Core Values: We challenge all staff and volunteers to embody the following core values:

- Enthusiasm: Bringing positive, high energy to our work.
- Best of All: Always looking to improve in all that we do. Challenge yourself every day.
- Get It Done: Making things happen and blasting through barriers when needed; figure it out.
- Believe: Believe in ourselves, believe in our mission, and believe we can achieve all that we set out to achieve.
- Locally Concerned, Enterprise Minded: To best serve our local communities, we share our location's best practices and have the humility to leverage the collective learnings from across the organization's network.

#### Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct

threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

***I HAVE THE QUALIFICATIONS AND AM ABLE TO PERFORM THE DUTIES ON THIS JOB DESCRIPTION.***

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***Employee Signature***

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***Date***

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***Print Name***