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5th Floor
New York, NY 10001
(P) 646.845.0273

Title: Digital Content Manager
Reports to: Chief Marketing Officer
Location: New York, NY
Salary Range: \$52,000 - \$60,000/year

Scope: The Digital Content Manager plays an integral role in promoting the work and mission of the Women's Sports Foundation to a diverse audience across the organization's digital channels.

Reporting to the Chief Marketing Officer, the Digital Content Manager contributes to the organization's public-facing communications including original editorial content. He/she supports marketing initiatives and fundraising efforts, and helps promote WSF athletes, advocacy, research and programs through dynamic digital and social media strategy.

Key Responsibilities:

1. WSF main website, WomensSportsFoundation.org, and secondary websites:

- Assist in developing and implementing a monthly digital content plan to best support and drive partner programs, campaigns, fundraising and mission objectives
- Maintain up-to-date information about all Foundation programs
- Regularly produce editorial content (e.g. blogs) for SHENetwork.org; conduct interviews with champion athletes and influencers
- Manage and grow the WSF Digital Contributor Team, a group of external contributors
- Develop images, videos, graphics and other compelling content to support news/feature stories and boost engagement on website, and on social media channels
- Day-to-day web site management; monitor web site infrastructure and usability; troubleshoot technical issues and liaise with external development consultants
- Monitor Google Analytics to track web traffic and other metrics

2. Social Networks:

- Serve as the principal voice and expert for WSF-branded social media channels: Facebook, Twitter, Instagram, LinkedIn, posting to channels daily/weekly (requiring some after-hours/weekend availability)
- Distribute external messaging to foster engagement with champion athlete
- Oversee live-streaming coverage of major events, athlete appearances etc. e.g. Facebook Live (with web site integration)
- Maintain video assets on Vimeo and YouTube
- Analyze and report on the success of social initiatives and use learnings to grow audience and engagement
- Leverage monitoring tools to listen to and act upon relevant social conversations around girls' and women's sports, fitness and health.

3. Email and Direct Mail Communications:

- Publish the Foundation's monthly digital newsletter, S.H.E. Matters, and other department newsletters, as needed
- Work alongside WSF Depts. to create email campaigns and supporter communications
- Employ best practices to optimize send, open, click-through rates via the Foundation's CRM platform
- Monitor metrics and assist with the analysis of online campaigns
- Manage and grow audience lists

4. General Responsibilities:

- Fulfills requests, completes assignments in a timely manner and meets established deadlines
- Attends and positively contributes in staff, department and project team meetings
- Contributes to the maintenance of good working relationships with all staff members
- Contributes to the general financial stability and success of the Foundation
- Demonstrates a commitment to critical organization values
- Diversity commitment in all programming materials under their control
- Engages in regular activities that build external relationships with donors, vendors and other external constituents
- Committed to team-building with other depts. to enhance productivity and program quality

Qualifications:

- Bachelor's degree in marketing, communications, digital media or related area
- 3-4 years hands-on experience with WordPress, web site architecture and user experience
- Social media savvy and knowledge about brand engagement
- Basic knowledge of HTML, CRM systems, CSS design, and cross-browser and cross-platform compatibility
- Proficient using Microsoft Office Suite
- Experience with MAC and Final Cut Pro for video editing and production
- Experience with Adobe Photoshop, InDesign or similar programs
- Strong understanding of women's sports and female athletes
- Excellent written communication and copyediting skills; strong attention to detail, with a keen focus on quality
- Ability to manage concurrent projects with overlapping timelines

In 2015, the Women's Sports Foundation adopted the "Hucles Rule," a hiring guideline that states that an elite athlete must be interviewed for each WSF job opening. The Women's Sports Foundation is an equal opportunity employer.

For immediate consideration, please forward a cover letter and resume as attachments in either Word or PDF to: Natoya Curd at HR@WomensSportsFoundation.org. **Please indicate Digital Content Manager in the subject line to ensure proper delivery. No phone calls please.**