



Are you on board?

Content Manager Job Announcement

Boston Harbor Now is looking for a qualified Content Manager to join our growing team. You will be responsible for creating, improving, and maintaining content to achieve our organizational goals of championing public space, access, and climate resiliency of Boston Harbor, the Islands, and its neighborhoods. Your duties will also include sharing media-rich content to raise brand awareness, growing and motivating our audiences, and monitoring web traffic and metrics to identify ongoing engagement best practices.

Our ideal candidate is an experienced and passionate professional with demonstrable creative writing skills, attention to detail, and dedication to connecting with wide and diverse audiences. As a Content Manager, you should perform well under deadlines, be self-motivated, and (did we mention?) be incredibly detail-oriented. If you are also an expert in content optimization, brand consistency, and storytelling -- we would like to meet you.

Ultimately, you should be able to oversee all communications and development content initiatives to ensure optimal audience engagement, brand consistency, and clarity of message. This is a contract position for an estimated 40 hours/week for 1 year with the possibility of extension.

Responsibilities

- Develop a content strategy aligned with short-term and long-term communication goals and marketing targets
- Collaborate with marketing and development teams to plan and produce Boston Harbor Now's websites (Boston Harbor Now, Boston Harbor Islands, Boston Harborwalk), social media, e-newsletter, event calendar, newspaper, and fundraising content like donor profiles, impact stories, and solicitations
- Create and publish engaging content that is consistent with Boston Harbor Now's and Boston Harbor Islands National and State Park's voice and branding
- Edit, proofread and improve our content and materials
- Liaise with content writers to ensure brand consistency
- Optimize content according to SEO best practices
- Use content management systems to analyze website traffic and users engagement metrics

- Manage content distribution to online channels and social media platforms to increase web traffic, social media audience, and mailing list growth
- Develop and manage our organizational editorial calendar and ensure the team is on board
- Ensure compliance with the law and internal policies (e.g. copyright and data protection)
- Stay up-to-date with developments and generate new ideas to draw audiences' attention

Requirements

- Proven work experience as a Content Manager
- Experience with MS Office, Google Suite, and WordPress
- Familiarity with MailChimp or similar email client platforms
- Basic technical knowledge of HTML and web publishing
- Knowledge of SEO and web traffic metrics (familiarity with Google Analytics and Adwords are pluses)
- Familiarity with social media platforms (e.g. Facebook, Twitter, Instagram, YouTube)
- Excellent writing skills in English
- Attention to detail
- Good organizational and time-management skills
- Bachelor's degree in Journalism, Marketing, English, or relevant field or equivalent work experience

About Boston Harbor Now

Boston Harbor Now works at the intersection of people and nature to advocate for open space, public infrastructure, and private sector development that will enhance public access to the Harbor and protect the City from the impacts of climate change. We seek to activate the Harbor, reconnect it with Boston's neighborhoods, and protect water-dependent uses. And we build and broaden the constituency for the Harbor by engaging people through diverse programs -- getting them down to the waterfront and out to the Harbor Islands.

How to Apply

Please email a cover letter, résumé, and up to 5 writing samples (social media/blog posts, appeals, grants applications, newsletter copy, etc) as a single pdf attachment to employment@bostonharbornow.org and include "Content Manager" in the email subject line. Letters may be addressed to Christian Merfeld, Communications and Public Relations Director. No phone calls, please.

March 2019