

HEART OF AMERICA JOB DESCRIPTION

CONTENT SPECIALIST

JOB TITLE: Content Specialist

LOCATION: Hybrid: This position can be based in either Washington, DC, or Minneapolis/St. Paul, MN

SUPERVISOR: Sr. Director Marketing

OVERVIEW

Heart of America seeks a creative and strategic Content Specialist to lead the development, coordination, and production of compelling content across our digital and traditional channels. This role is central to telling the story of our transformative impact on schools, amplifying our mission across our audiences.

As Content Specialist, you'll work closely with the Sr. Director of Marketing to ensure our voice is consistent, aligned with our brand, and rooted in the communities we serve. Examples of what you'll manage include our organizational editorial and content calendars, social media content creation and community management, donor stewardship assets, website updates, and email marketing content. You'll also work with PR and Communications leads to assist with key messaging and other activities related to the hundreds of projects we do in the United States, year over year.

KEY PEOPLE

Team: Marketing Collaborating Positions: President, Vice President, Program Delivery, Vice President, Finance, Vice President, Operations, Program Delivery Team, and agency/consulting partners.

COMPENSATION

The pay range for this role is \$60,000 - \$68,000, commensurate with experience. ***This is a 60-to-90-day-contract-to-hire position.***

KEY RESPONSIBILITIES

Content Strategy & Planning

- Develop and implement a content strategy that aligns with organizational goals and campaign timelines
- Maintain and manage an editorial calendar across platforms (website, email, social media, print).
- Work with internal stakeholders to source content ideas and identify storytelling opportunities

Content Creation & Management

- Write, edit, and proofread high-quality content, including blog posts, email marketing, donor communications, social media captions, reports, and campaign materials
- Design compelling imagery and graphics that align with our strategy, bring inspiration to others, and tell our unique stories
- Ensure content is tailored to target audiences, including funders, partners, donors, media, and beyond, and optimized for each platform
- Maintain a repository of photo assets and digital files, ensuring all event photos are cataloged

Content Editing & Quality Control

- Proofread and edit content for grammar, clarity, tone, and SEO best practices
- Ensure all content complies with brand guidelines and legal requirements
- Maintain a content calendar for scheduling and timely publishing

Content Distribution & Channel Management

- Coordinate with marketing, PR, and program teams to develop and create content
- Post and manage content across multiple platforms (website, blog, social media, etc.)
- Develop and maintain content guidelines and documentation to ensure content is updated, relevant, and accurate over time.
- Use WordPress to manage and publish website content

Reporting

- Track content performance and engagement using analytics tools
- Use insights to refine and improve strategy over time
- Provide monthly and quarterly reports to the leadership team

Project Management

- Work cross-functionally with Marketing and PR, Development, Operations, and Project teams
- Lead content-related projects from conception to execution
- Manage content budgets, timelines, and resources
- Keen ability to prioritize projects and tasks with strong time management skills

Other duties

- Support HOA projects and events on site as needed

SKILLS AND KNOWLEDGE

- 3–5 years of experience in content creation, journalism, marketing, or communications, ideally in a nonprofit or mission-driven setting
- Exceptional writing, editing, and storytelling skills
- Experience managing editorial calendars and cross-channel campaigns
- Familiarity with WordPress, Mailchimp, and design tools like Canva and Adobe Creative Suite
- Understanding of SEO and digital engagement metrics
- Strong project management skills and attention to detail
- A collaborative spirit and ability to work across departments and with external partners
- Passion for community-centered storytelling.

ABILITIES & COMPETENCIES

- Displays a strong passion for HOA's mission and works collaboratively with leadership and cross-functional teams
- Demonstrates high levels of integrity, professionalism, and decision-making capabilities
- Exceptionally organized, with the ability to manage multiple projects, tasks, and deadlines simultaneously
- Excellent verbal and written communication, with the ability to adopt and maintain the organization's brand voice and tone
- Skilled in developing and maintaining a consistent organizational voice that translates into engaging and dynamic content
- Proven ability to develop and lead long-term content and communications projects
- Takes a hands-on approach to leading and executing initiatives across departments
- Thrives in fast-paced environments and excels at managing competing priorities with composure and efficiency
- Adept at engaging diverse stakeholders, including foundations, corporate sponsors, board members, and community partners
- Strong analytical and organizational skills, with attention to detail and accuracy
- Capable of delivering compelling presentations in both small meetings and large public forums
- Technologically proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), with working knowledge of Google Analytics and other digital tools

- Ability to travel to project locations to support HOA projects and events.