THE FOUNDATION

The Miami Foundation is a $350 million community foundation focused on building a more equitable and resilient Miami for all who call this place home. Since 1967, we’ve done this by taking a leadership stance on civic issues, investing in our community and nurturing philanthropy. In partnership with more than 1,000 donors, we invest upwards of $50 million each year to strengthen our greater community. We lead a large regional giving day to inspire all locals to become philanthropists, we mobilize leaders to unite around common priorities for community impact, we shine a light on critical issues from climate resilience to census turnout, and we work to strengthen the base of nonprofit organizations who stand at the frontlines addressing the greatest needs facing our community.

POSITION DESCRIPTION

The Content Manager works within the Communications and Engagement Department to develop and manage all of the Foundation’s written, visual and multimedia content. This professional must be an independent, experienced editorial curator who can analyze Foundation programs and initiatives, determine the most compelling/motivating narratives for targeted audiences, and produce content that engages and mobilizes those audiences. They have their “ear to the ground” in Greater Miami’s nonprofit, fundraising, civic and media worlds and can develop content that is relevant, timely and resonates with local donors and residents. They ensure all media communications channels, collateral pieces, copywriting (newsletters, blogs, letters, speeches, presentations, media releases) and digital platforms are aligned with the Foundation’s overall narrative and brand message. They manage the Foundation’s content strategy and ensure we engage a diverse set of target audiences through various media, including graphics, audio and video storytelling methods.

Reports to the Senior Director of Communications and Engagement.

DUTIES AND RESPONSIBILITIES

Content and Copy Development

- Develop key messages for the Foundation to tell our story accurately and compellingly, with guidance from the Senior Director.
- Lead multimedia content and copy development for the Foundation’s owned media, including (but not limited to) the newsletter, blog, news, websites, social networks and email communications.
- Develop and manage editorial calendars for owned media channels.
- Edit and proofread copy and written pieces for accuracy, style, consistency, clarity and substance.
- Research stories, determine trends and develop concise strategies for content engaging various Foundation audiences.
- Conduct research and write for the president and CEO and (when needed) members of the executive team, including letters, speeches, presentations talking points, op-eds, quotes, etc., to position Foundation team as thought leaders and skilled communicators with a consistent narrative.
- Develop simple graphics and visual storytelling pieces for Foundation websites and digital media platforms.
- Develop and manage team of content producers (writers, videographers, etc.) for the Foundation’s owned media channels, including managing budgets, contracts and invoicing.

Event/Presentation Support

- Assist with the planning and execution of Foundation events involving external audiences, including drafting invitations and talking points.
- Create presentations for Foundation staff including developing talking points and accompanying visuals.

Foundation Communications Support

- Develop and execute special projects as assigned by the Senior Director.
- Leverage relationships with reporters and media professionals to get coverage for the Foundation.
- Represent the Foundation at public events, including panels and speaking engagements.
Content Manager
Job Description (July 2020)

- Stay up to date on philanthropy trends, current events and civic/community issues and elected leaders, as well as marketing and PR industry developments to ensure that Foundation content is relevant and timely.
- Provide outstanding customer service to internal and external audiences.
- Collaborate as needed with the Foundation’s Agency of Record on press releases and other projects involving editorial and multimedia content.

POSITION REQUIREMENTS

Essential Qualities

- High level of integrity, professional maturity and sound judgment
- Excellent time and task management skills as evidenced by a proven ability to efficiently and effectively handle multiple tasks at the same time as well as appropriate delegation
- Highly resourceful team-player, with the ability to be extremely effective independently and be proactive with approaches to problem-solving with strong decision-making capability
- Ability to multitask in a fast-paced, deadline-driven environment
- Ability to maintain effective working relationships with co-workers and conduct oneself with professionalism
- Capable of working independently, with ability to take initiative, as well as be part of a team
- Ability to manage multiple projects simultaneously and to produce a high volume of high quality outputs at high speed.
- Ability to work as a team player with diverse groups of people
- Unwavering commitment to diversity, accessibility and inclusion
- Sense of humor, creativity and joyfulness in the work
- Appreciation for the role of philanthropy in building community, and enthusiasm to help craft the voice of our institution
- Highly motivated, action-oriented self-starter with strong organizational skills, especially planning and coordination

Desired Experience

- Undergraduate degree preferred, ideally in journalism, media, communications, production, design or a related field
- At least 4-6 years of work experience in journalism, professional writing or communications–related roles
- Superior writing, editing and proofreading skills in a broad range of styles, including newswriting, feature writing, speechwriting, copywriting and writing for social media and digital platforms
- In-depth knowledge of AP Style writing guidelines and journalistic-style copywriting
- Experience with effectively managing social networking platforms
- Experience as an editor/curator responsible for managing team of reporters/writers/producers preferred
- Ability to research topics and initiatives, gather information from multiple sources and determine the most effective media to engage targeted audiences
- Experience and/or interest in learning and developing content about community issues, organizations and programs
- Knowledge of WordPress website content management tools a plus
- Good computer skills including Microsoft Office programs

This list of essential responsibilities and requirements is not intended to be exhaustive. The Miami Foundation reserves the right to revise this job description as needed to comply with actual job requirements.

Specifics

- Position available: Immediately
- Status: Full Time, Exempt
- Salary: $50,000 - $70,000, commensurate with experience and qualifications
- Please submit resume, cover letter and writing samples/multimedia production portfolio to Matthew Beatty, senior director of communications and engagement: hr@miamifoundation.org.

The Miami Foundation is an Equal Opportunity Employer. EOE M/F/D/V.