



Position Announcement

Title: Digital Content Manager
Location: Remote, US-based
Reports To: Associate Director of Communications
FLSA Status: Exempt
Supervises: N/A
Posting Date: March 26 or 29, 2021
Closing Date: April 15, 2021, 5PM PST

Organizational Overview

[Health Care Without Harm](#) seeks to transform health care worldwide so the sector reduces its environmental footprint and becomes a leader in the global movement for environmental health and justice. Health Care Without Harm's Climate and Health program supports the health care sector in reducing its carbon footprint, building climate-smart and resilient hospitals and communities, and mobilizing health care's ethical, economic, and political influence to advance the transition to a low-carbon future. Working closely with Health Care Without Harm, [Practice Greenhealth](#), is the leading nonprofit membership and network organization for sustainable health care, delivering environmental solutions to more than 1,100 members throughout the United States.

Position Description

The digital content manager is responsible for being the organization's expert on digital storytelling and user experience. They will understand how to tell compelling stories through digital channels, have an eye for design, and expertly engage audiences across multiple digital platforms.

The digital content manager will use their creative and analytical expertise to build our organization's digital presence. They will collaborate with departments across the organization, as well as external stakeholders from designers to developers, to produce content across a number of digital mediums to help influence audiences and drive engagement.

Primary Objectives

1. Manage and produce content across email, website, blog, and social media platforms.
2. Shape the communications department's editorial strategy – measuring the effectiveness of digital content approaches while leveraging data and analytics to enhance outreach and engagement.
3. Write, copyedit, and coach communications team members and colleagues on creating impactful content for digital communication platforms.
4. Ensure content is consistent in terms of style, quality, and tone of voice, and optimized for search and user experience.
5. Serve as project manager and content creator for special projects, including our annual event, annual report, large campaigns, and various grant deliverables.

Essential Functions

- Plan content and campaigns while managing multiple, overlapping timelines and competing priorities.
- Form complex ideas and lengthy content, create engaging and digestible messages for a range of audiences across digital platforms.

- Plan, write, and share compelling content across our social platforms to grow followers and engagement.
- Collaborate with members of the communications team and other departments creating digital campaigns to best communicate brand stories and initiatives.
- Collaborate with internal and external subject matter experts to ensure diversity, equity and inclusion are centered in our digital and content strategies.
- Using a CMS, design layouts for blogs on Medium and webpages on the organizations' websites.
- Write, design, and help manage email campaigns and newsletters using MailChimp.
- Leverage analytic tools to provide reporting and insights, track and improve metrics, and influence testing and strategy.
- Create graphic designs or videos or collaborate with external designers to meet the organization's graphic design and video production needs.
- Work closely with the multifaceted communications team to contribute to the development of communications strategies and systems that support the goals of Health Care Without Harm, Practice Greenhealth, and their programs and partnerships.
- Contribute to general communications tasks to meet deadlines.

Qualifications

The **ideal candidate** will have/be:

- At least seven years of experience in digital content creation, journalism, or agency environment.
- Consistent in meeting deadlines and producing high-quality content at the speed of a newsroom.
- A deep understanding of best practices, what it takes to create content with a specific voice and tone, and how to tell a compelling story through digital channels.
- At least seven years of experience in digital content creation, journalism, or agency environment.
- Excellent written and verbal communication skills, as well as the ability to adopt style, tone, and voice.
- Experience using data to guide editorial content strategy; ability to interpret data and share insights in a meaningful way.
- Self-motivated, ability to manage multiple initiatives in a fast-paced environment and excel under tight deadlines.
- Passion for storytelling. You are creative, can write copy and pay close attention to detail.
- Ability to balance the creative and analytical sides of marketing, and ability to use both data and intuition to inform decisions.
- Skills related to UX, SEO, and web accessibility.
- Excellent interpersonal skills. Experience managing relationships with multiple stakeholders, including members, sources, vendors and contractors, to create valuable content and elevate voices.
- Strong proficiency in copy editing, familiarity with AP Style.
- Ability to produce and develop graphics, incorporating photos and videos.
- Some background in video and/or photo editing.
- Experience working with Google Workspace, Adobe Creative Suite, Mailchimp, Meltwater, website content management systems.
- Ability to work within a complex NGO and remote team environment.

What's In It For You?

- Work for an organization where the mission is inspiring and your colleagues care deeply for the mission and the network of people carrying out that mission.
- Play a key role in helping drive growth, influence impact, and advance efforts to create a more sustainable health care sector and community.
- Be part of an inspirational global network.
- Fantastic benefits!

To Apply or Inquire

Health Care Without Harm and Practice Greenhealth are committed to seeking and sustaining culturally and ethnically diverse organizations, and to the principles that promote inclusive practices. We are dedicated to building a diverse staff with expertise and interest in serving the mission of the organizations in respectful ways. HCWH is an Equal Opportunity Employer.

To apply, upload a cover letter (*required*) along with your resume to Ella Schwotzer, U.S. Associate Director of Communications, via this [link](#). Questions can be addressed to jobs@hcwh.org. Only competitive candidates will be invited to participate further in the recruitment process. Closing date to submit applications is on **April 15, 2021, 5PM PST**.