

Position Description

Title: Content Manager

Reports to: Communications Director

Hours: 40

Supervises: n/a

FLSA Status: Non-exempt

Purpose

The Content Manager is a key member of our communications team, collaborating with other team members to create engaging, donor-centric, and mission-focused content to increase donations so we can grow our impact around the world.

Responsibilities and Tasks

Responsibilities:

- Perform all job responsibilities for the purpose of carrying out ANM's mission to encourage, equip, and advocate for strategic and fruitful local ministries around the world who are introducing the Gospel of Jesus to unevangelized and unreached people where they live.
- Live out the organizational values of ANM: We are Christ-centered, we seek relationships, we live with integrity, and we practice stewardship
- Write persuasive and engaging copy for email, website, social media, print pieces, and other communications channels.
- Edit and proofread other writers' work.
- Conduct interviews with staff, donors, missionaries, and beneficiaries to capture stories and develop them for publication.
- Collect, organize, and manage content (including copy, photos, audio, and video) from various sources.
- Collaborate across teams to implement communications strategies that serve existing donors well, enhance brand reputation, and attract new donors.
- Develop concepts for new projects to increase donor acquisition and retention, including downloads, reports, and email campaigns.
- Work with the Communications Director to articulate, develop, and maintain a consistent brand voice.

Key Performance Metrics:

- Increasing percentage of new donors
- Increasing percentage of new leads

Skills and Qualifications

Required Skills:

- Copywriting
- Editing
- Strong oral and written communication skills
- Social media

- Writing for SEO
- Organization
- Strategic thinking

Preferred Skills:

- Content Management Systems (e.g., WordPress)
- Email marketing
- Non-profit fundraising
- Marketing analytics

Qualifications:

- 2+ years of writing experience

Physical Demands

This position covers a broad range of physical demands within an office and/or conference environment. Necessary to be comfortable spending much of the day sitting at a desk or in meetings, working at a computer, and taking notes. Also required to organize supplies for events, bending, and lifting up to 25 pounds.