



**Title: Digital Content Manager**

**Reports to: Vice President, Communications**

**Location: New York, NY**

**Salary Range: \$60,000–65,000/year**

Scope: The Digital Content Manager plays an integral role in promoting the work and mission of the Women's Sports Foundation to a diverse audience across the organization's digital channels.

Reporting to the Vice President of Communications, the Digital Content Manager contributes to the organization's public-facing communications, including developing and disseminating original editorial and creative content. The position supports marketing initiatives and helps promote WSF athletes, advocacy, research, programs and partnerships through dynamic digital and social media strategy.

**Key Responsibilities:**

#### 1. Content Creation

- Develop and implement a monthly digital content calendar and plan to best support WSF storytelling, and drive partner programs, campaigns and mission objectives based on input of various departments and Foundation's strategic priorities
- Regularly design and develop social toolkits, graphics and written content to support news/feature stories and boost engagement on WSF social media channels and website
- Conduct interviews and/or oversee photo and film shoots with champion athletes, influencers and WSF-supported community programs to help spur content creation
- Edit and produce short-form video content for social channels
- Oversee social live-streaming coverage of major WSF events, athlete appearances, etc.
- Maintain WSF photo and video library, and manage YouTube and Vimeo channels
- Track photo use and license, and obtain asset clearance to support WSF's creative content

#### 2. Social Networks

- Serve as the principal voice and expert for WSF social media channels: Twitter, Instagram, Facebook, LinkedIn; posting to channels daily/weekly, as well as after-hours and weekends, as needed
- Create social strategy and campaigns for WSF signature events, initiatives and partnerships including the Annual Salute to Women in Sports, National Girls & Women in Sports Day, and grant program launches, as well as major calendar events such as



Women's History Month, Olympic/Paralympic Games and Women's FIFA World Cup, etc.

- Draft and distribute sample messaging to foster increased public engagement
- Analyze and report on the success of social initiatives and use learnings to grow audience and engagement
- Leverage monitoring tools to listen to and act upon relevant social conversations around girls' and women's sports, fitness and health

### 3. Strategic Oversight of WSF Online Presence

- As part of the Foundation's overall communications strategy, proactively oversee WomensSportsFoundation.org website to maintain our legacy of insight, expertise, advocacy and leadership
- Maintain up-to-date imagery, video and graphics to tell the story of the Foundation's programs; work with all departments to ensure maintenance of their respective sections on the website
- Day-to-day website management; monitor web site infrastructure and usability; troubleshoot technical issues and collaborate with external developers on maintenance, upgrades and special projects
- Monitor Google Analytics to track web traffic and other KPIs
- Manage the Foundation's web domains

### 4. Email Communications

- Draft, develop and publish the Foundation's monthly digital newsletter and ad-hoc feature eblasts
- Employ best practices to optimize send, open, click-through rates via the Foundation's platforms, Salsa CRM and Salsa Engage

The ideal candidate will have:

- Bachelor's degree in marketing, communications, digital media or related area
- 3-4 year's hands-on experience with content creation, social strategy and implementation, WordPress, web site architecture and user experience
- Excellent written communication and copyediting skills; strong attention to detail, with a keen focus on quality
- Ability to effectively and simultaneously manage multiple projects and execute on overlapping deadlines
- Strong understanding of women's sports and female athletes
- Graphic design and editing experience with Adobe Creative Cloud, specifically InDesign, Illustrator and Photoshop
- Knowledge of HTML, CRM systems, CSS design, and cross-browser and cross-platform compatibility



- Skilled in audience engagement strategies

In 2015, the Women's Sports Foundation adopted the "Hucles Rule," a hiring guideline that states that an elite athlete must be interviewed for each WSF job opening. The Women's Sports Foundation is an equal opportunity employer.

For immediate consideration, please submit your application including a cover letter, resume and three examples of content you've created (e.g., social graphic, short video, website feature, or other) as well as a written example (e.g., story feature, advocacy-oriented social post, website page update) as attachments in either Word or PDF at:

<https://ideali.st/RVKFCW>

No phone calls please. If you have any questions, feel free to contact us at [HR@WomensSportsFoundation.org](mailto:HR@WomensSportsFoundation.org).