**Content & Marketing Coordinator**

**Want to transform the world?**

**Join #TeamSOS!**

**Organization:**

SOS Children’s Villages, one of the world’s largest organizations dedicated to the care of orphaned and vulnerable children, operates in 136 countries, including the United States. Our comprehensive approach – strengthening families and communities, providing long-term care for children, educating and empowering youth, and advocating for children’s rights – transforms the lives of millions of children and families each year. And when humanitarian crises strike, we provide affected children and families with the supplies and support they need.

The SOS model works; in the US, 100% of SOS youth graduate from high school, and SOS alumni are 6 times more likely to graduate from college than youth in traditional foster care. According to the Boston Consulting Group, every $1 invested in SOS programs returns $14 in benefits to society. Over the last 70 years, our work has been supported by leaders such as the Dalai Lama and Nelson Mandela, and we have been recognized with numerous international awards and honors, including 14 nominations for the Nobel Peace Prize.

**Strategic Context and Position Summary:**

SOSChildren’s Villages USAis at a critical juncture in defining its future successes. SOS USA has decades of knowledge and experience and is ready to carry out an aggressive and integrated fundraising and marketing strategy to diversify the revenue portfolio of the organization. This growth of both strategic investments and unrestricted revenues will increase the funds raised in the US that are channeled to support SOS programs in the US and worldwide. We believe that our program and model have tremendous potential to support the growth of SOS USA over the next several years.

SOS USA is a member organization to SOS Children’s Villages International (SOS CVI), headquartered in Austria. As part of the SOS CVI network, there are tools, stories, narratives, evaluation data and collateral that exist within it which need to be collected, curated and audited for use in the SOS USA marketplace.

**The Opportunity**

SOS USA is seeking an enthusiastic **Content & Marketing Coordinator**to support the Content Development and Marketing Teams with the collection, curation and development of written, social media, multimedia and digital content to tell the SOS USA story. Your focus will be to support the overarching narrative to help engage the caring communities in the US into the mission and work of SOS. You will help create content to inspire those communities to make an impact in the lives of vulnerable children by sponsoring families, children and donating to SOS USA as one of their primary charities of choice. This role is instrumental for developing across-the-funnel engagement, converting awareness to engagement and contribution.

This role serves both an inside and an outside role needing to consider the external audiences and moving them to connect with SOS USA, as well as working interdepartmentally - with the various development staff who **customize content needed for various donor audiences** which include but are not limited to mass market individuals, philanthropic and corporate foundations, CSR and employee engagement staff at for-profit businesses, as well as high net worth donors.

You will have an opportunity work on content creation, assist with strategic dissemination and collaborate with team members**to build the right campaign content to serve all SOS USA audiences**. You will also maintain SOS USA's social media channels and create engagement through those platforms that yield investments from followers. You will also have the opportunity to learn from each outreach and assess analytics to improve messaging and content to all of SOS USA’s stakeholder groups.

The ideal candidate will thrive in a **high-energy, hands-on, fast-paced and entrepreneurial organization**as part of a collaborative and cross-matrixed team. S/he is adaptable, takes a solution-oriented approach to getting the job done and practices innovative thinking to push the envelope to increase awareness, establish credibility and create access. The ideal candidate will also possess a high degree of initiative and demonstrate an overall drive to build the content needed for lasting success for the organization. **This candidate needs to be a superb writer with a high attention to detail.**

The position is based in Washington, DC. The Content & Marketing Coordinator will **report to the head of the Content Development team** and will work collaboratively with head of the Marketing team on all aspects of communications.

**Role and Responsibilities**

* Coordinates an aligned annual content creation plan that serves all departments in SOS USA while building the brand and raising awareness of SOS USA.
* Collects, curates and audits the SOS CVI network content to be used for the SOS USA market.
* Determines with the Content and Marketing Teams the need to develop other content, including multimedia content, for print or digital dissemination to connect with the SOS USA marketplace.
* Assists in developing and maintaining SOS USA's content management system.
* Manages the social media platforms of SOS USA, and monitors and improves social media analytics associated with those sites.
* Develops content to position SOS USA / the CEO as thought leaders, working with experts on the team to draft articles.
* Collaborates with the management team to draft effective communications and messaging for both internal and external use.
* Assists the Head of Marketing in SEO and website enhancements as well as setup and delivery of email marketing campaigns by optimizing UX with basic HTML coding.
* Works with the Development team as well as the CEO to create customized collateral that engages and nurtures the diverse portfolio of donors with the most appropriate reports and content.
* Creates, implements and manages proactive social, media and influencer outreach to generate positive coverage for SOS Children's Villages in both earned and digital media with creative initiatives.
* Maintains media and influencer lists.
* Contributes to the creation of marketing materials, including blog posts, op-eds, videos, brochures and infographics, and occasionally manages internal and external creative partners.
* Manages the annual production and promotion of public service announcements with existing partners and seeks to expand reach with new pro bono and paid relationships.

**Minimum Desired Knowledge and Experience**

* Bachelor's degree in marketing or a related field from an accredited college or university and 2-3 years of relevant experience in outreach and/or marketing.
* Experience with content creation.
* Exceptional interpersonal skills, including strong written and oral communication and the ability to positively engage with individuals from a range of backgrounds.
* Demonstrated experience handling a high volume of work and performing in a fast-paced environment, with keen attention to detail.
* Self-motivated, flexible, and goal-driven, with a demonstrated ability to work well independently as well as in a team-oriented, collaborative environment.
* Passionate for the work of SOS Children's Villages and the vital role we play in empowering children, youth, families and entire communities.
* Willingness to learn and do what it takes to complete projects, with a dedication to quality and innovative thinking.
* Active user of social media platforms and has experience administering social media accounts for organizational use.
* Able to document created content in a shared knowledge management system to help enterprise-wide use of branded collateral.
* Comfortable working in an environment that requires high levels of communications and brainstorming where all content is designed and vetted through multiple stakeholders before dissemination.
* Eager and loves to organize things!
* Knowledge of web-based communications tools, basic HTML coding, social media data analytics platforms and content-management systems are a plus.
* Basic knowledge of graphic design, photography, videography and expertise using Adobe Creative Suite or InDesign are a plus.

**To apply, submit a resume and cover letter, three references, along with the online application.**