



Content Manager

Position type: Regular full time (exempt)

Reports to: Sr. Digital Marketing Manager

Location: Hybrid / San Francisco office 1-2 days/week (subject to change)

The Content Manager plays an essential role in guiding and implementing the Yosemite Conservancy's content, storytelling, and messaging. This position serves as the primary writer, editor, and strategist for many marketing and communications efforts, including the blog, donor materials, and twice-yearly magazine. It also supports content strategy and consistency of organization-wide messaging that shows up for email and social media, marketing and fundraising tools, and presentations for staff and management.

This position works closely with colleagues on the marketing team and across the organization to develop and launch strategic marketing and communications tactics.

The Conservancy marketing team thrives on collaboration. Each role takes the lead on specific projects but is designed to be flexible. Specific responsibilities might shift year to year (or even month to month), depending on each person's capacity and the organization's needs. We work together to create and share informative, inspiring content that keeps our community excited about the Conservancy and engages potential new supporters.

Who We Are

We're passionate about Yosemite — and about helping all people connect with, learn about, and take care of the park. As a member of the Conservancy team, you'll be making a difference for Yosemite every day. We work together to provide enriching visitor programs and services, and to support projects that protect wildlife, restore trails and habitat, advance scientific research, inspire visitors, and much more.

What You'll Do

The Content Manager reports to the Sr. Digital Marketing Manager and is responsible for the following:

Leads:

- **Content strategy:** Develops storytelling approach and tactics for organization and actively incorporates across communication channels.
 - Develops content plan for blogs, website, magazine, etc. in consultation with marketing team.
 - Develops key messages for Conservancy marketing and communication efforts. Works with colleagues to ensure storytelling approach and key messages are accurately and consistently communicated to supporters and prospective supporters, including park visitors.
 - Manages the creation, distribution, and summarization of biennial communications study that is used to capture insights on organizations' communication tools, messaging content, and related tactics.

- **Storytelling, writing, and editing:** Develops storytelling approach and tactics for organization and actively incorporates across communication channels. Serves as the primary copywriter and editor for the organization (including the magazine, website, grant book, annual reports, blog posts, email, marketing collateral, video scripts, etc.). Manages the Conservancy's in-house style guide.

Supports:

- **Digital strategy:** Collaborates with CMCO and Sr. Digital Marketing Manager on overall external communications strategy and assists in development and implementation of develop digital strategy for the organization.
- **Email marketing:** Assists Sr. Digital Marketing Manager with email marketing, as needed.
- **Organizational initiatives:** Assists in board/council engagement and annual planning, as needed. Supports the CMCO on projects as requested.

Who You Are / Keys to Success (the must-haves)

While no one candidate will possess every quality outlined for this position, a successful candidate will bring many of the following:

Hard skills:

- Excellent written and verbal communication skills; 5+ years work experience in a written communications role. Detail-oriented with excellent editing/proofreading skills.
- Familiarity with social media and blogs; experience in developing content for these areas that enhances a brands' online community.
- Experience leading marketing and branding efforts in the print, in-person, and digital space.
- Experience working with cross-functional teams comprised of internal staff and external vendor resources.
- Experience managing the production of publications and other media materials, including video.
- Excellent computer skills including MS Office Suite.

Soft skills:

- Committed to continual learning and teaching, to the Conservancy mission, and to advancing a culture of inclusion in the organization and in Yosemite.
- Excellent communication and relationship skills with a variety of internal and external stakeholders.
- Self-starter who displays initiative in taking on new projects as requested.
- Creative thinker and open-minded problem solver with a calm and flexible demeanor
- Able to prioritize, quickly manage multiple projects, and meet multiple deadlines.

The following are plusses, but not requirements:

- Experience in the nonprofit sector or in a cause-oriented field preferred, but not required.
- Skilled using web content management systems, including WordPress.
- Familiarity with Adobe Creative Suite is a plus.
- Bachelor's degree in marketing, communications, journalism, public relations, or related area preferred, but not required.

We highly encourage applicants who meet many, but not all, of the requirements to apply, and invite applications from candidates with a wide range of experiences and backgrounds, especially those from underrepresented groups.

Working Conditions

- Primarily desk-/computer-based, with regular meetings (in person, or via video or phone).
- Occasional travel to Yosemite (1-2 times per year) for meetings and general relationship-building with park-based colleagues and partners, which could involve weekend and evening hours and travel on uneven ground.

What Else You Should Know

We value diversity among our staff just as we value it among park visitors. As such, Yosemite Conservancy is an equal opportunity employer, and we encourage people of all backgrounds to apply to join our team. We especially encourage people of color, LGBTQ2IA+ and gender diverse people, and people with disabilities to apply.

The position is full-time with a hybrid schedule to be in our San Francisco office 1 to 2 days per week (subject to change; Our Bay-based staff currently works together in the office on Wednesdays.) We travel a couple times per year to co-work and meet with park-based staff.

The salary target for this position is around \$70,000 to \$75,000, with exact salary depending on experience.

We also offer excellent benefits, including:

- 11 annual holidays and 2 floating personal days
- 100% paid premiums for employee health insurance
- Vision and dental insurance
- Basic life insurance
- Vacation and sick leave
- Retirement program (following one year of employment)
- Annual National Parks pass
- Stipends to visit Yosemite National Park twice a year
- and more

How to Apply

Please fill out [this short form](#) to apply. The form includes a short questionnaire and a place to upload your cover letter and resume (as a combined PDF please) and writing samples. If you have additional questions, please email jobs@yosemite.org.

Our process

Applications will be reviewed on a rolling basis until filled.

Our anticipated process for this position includes (and is subject to change):

- Application submissions
- Initial screenings by our HR Director via phone or video call
- In-person interviews with the Sr. Digital Marketing Manager and Chief Marketing Officer in our San Francisco office
- Group interview by video call with additional colleagues from Marketing and Development teams
- If needed: Skills assessment
If needed, this will be for finalists only and a compensated, very short exercise with no more than a one-hour commitment.
- If needed: Final conversation with hiring manager to answer remaining questions
- References and background check
- Job offer

Ideally, we would like to have this role filled and in place by April.