

Content Manager

Project Equity grows community wealth by retaining successful local businesses through employee ownership transitions.

Do you want to see a world where the average employee has economic security and businesses build resilient communities? We do too!

Project Equity helps employees become owners of the businesses where they work. We raise awareness of employee ownership as a business succession strategy, provide support for businesses to transition to employee ownership and work in multiple regions throughout the country to create generative ecosystems in support of such work on an ongoing basis. Our early success and significant attention from media outlets such as *Forbes*, NPR and the *Washington Post* have positioned us as a national leader in the movement to harness employee ownership to maintain thriving local business communities, create quality jobs and address income and wealth inequality. Help us tap this incredible momentum!

Your role

As the **Content Manager**, you will drive the organization's storytelling by crafting and distributing content that will showcase the power of employee ownership to achieve the goals of business owners, employees and communities.

You will work closely with our clients and staff to pull out the stories that will inspire, educate and spark action. Our ideal candidate is an experienced professional with strong creative writing skills, a keen eye for detail and expertise in content optimization and brand consistency.

How will you shape the conversation about employee ownership?

The Content Manager will focus on three main areas: marketing content, supporter engagement, and website management. You will collaborate with various teams to ensure all

content aligns with Project Equity's mission, raises brand awareness, and engages core audiences.

Content Manager Responsibilities

1. Marketing Content

- Develop and execute a comprehensive content strategy, creating articles, blogs, video scripts, infographics, and case studies to communicate our impact effectively.
- Ensure all content is on-brand, consistent in style, and optimized for SEO to maximize reach and engagement.
- Distribute content across various platforms, including social media, email newsletters, and digital campaigns.

2. Supporter Engagement

- Act as a creative liaison for the development team, producing compelling content that communicates Project Equity's mission and funding needs.
- Craft persuasive donor appeals, newsletters, impact reports, and thank-you communications.
- Lead the creation of the Annual Report and collaborate with graphic designers to ensure visual appeal and brand consistency.

3. Website Management

- Oversee the creation and maintenance of accurate web content that reflects Project Equity's goals.
- Manage the Employee Ownership Insider blog, producing at least two posts each month and coordinating the release of two newsletters.
- Conduct annual audits of website content to identify SEO improvements, monitor web traffic, and generate monthly performance reports with insights.

How you work

- **You are passionate about employee ownership and driving long-term systems change.**
- **You take initiative.** You proactively identify gaps and develop solutions. You are comfortable figuring things out and being resourceful to meet your goals.
- **You are goal- and results-oriented.** You make things happen. You are able to stay focused on and successfully achieve milestones. You are proactive in adjusting based on learnings in order to stay on track.
- **You're a team player.** You enjoy and are highly skilled at collaborating within and across teams.
- **You enjoy building relationships.** You enjoy and are skilled at engaging new partners and maintaining and strengthening relationships with existing partners.

Areas where you shine

- **You are an effective communicator:** You are a skilled writer and communicator, and have exceptional writing, editing, and proofreading skills and a strong portfolio of written and digital content.
- **You have a passion for technology:** You are experienced with diverse tools that enhance task management, collaboration, SEO, and social media engagement, ensuring your work remains impactful in a fast-paced digital landscape.
- **You enjoy project management:** You are an organized project manager, adept at managing multiple projects, partners, and milestones while ensuring internal teams stay on track toward project goals and deadlines.
- **Passion for Learning:** Your enthusiasm for learning drives you to deeply understand employee ownership, allowing you to inspire and educate partners about their crucial roles in the mission.
- **Humble and Self-Aware:** You are humble and self-aware, recognizing both your strengths and areas for growth, and effectively leveraging the expertise of others to enhance your work. You thrive in dynamic, evolving environments, excited to work with a small, agile, and fast-moving team, demonstrating flexibility and adaptability in growth-oriented settings.

Requirements

- At least 5 years experience in external communications around social impact, mission driven and/or issue advocacy organizations
- Strong understanding of SEO, web traffic metrics and analytics tools
- Experience with Wordpress or similar content management systems
- Knowledge of Microsoft Office, Google Suite and Asana
- Proficiency in Adobe Creative Suite or similar graphic design and multimedia software is a plus.
- Familiarity with social media platforms (LinkedIn, Twitter/X, Facebook etc.)
- Familiarity with Muck Rack, Salesforce and Salesforce Marketing Cloud Account Engagement (Pardot) a plus

Compensation

Anticipated salary range for this full-time position is \$70,000 – \$85,000 and is accompanied by a comprehensive benefits package that includes employer-paid health, vision, dental, short- and long- term disability, voluntary life and employer-matched retirement contributions.

To apply

[Fill out this form](#). Please be sure to include your resume, cover letter and two writing samples, or a link to your writing portfolio.. In your cover letter please explain what motivates you to work with Project Equity, and how your experience, skills and commitment will advance our work to create a more equitable economy. Your writing samples should highlight your ability to communicate effectively with different audiences in different formats.

Learn more at project-equity.org.

Project Equity is currently an independent operating project of the nonprofit umbrella organization, Multiplier, a nationally recognized nonprofit with a growing portfolio of innovative initiatives that conserve and protect a sustainable and resilient world (www.multiplier.org). However, Project Equity is currently in the process of transitioning all staff and operations to its own independent nonprofit before the end of 2024.

Multiplier and Project Equity celebrate diversity and are committed to building teams and partnerships that represent a variety of backgrounds, perspectives, and skills. Multiplier and Project Equity are also committed to providing an environment of mutual respect that is free from discrimination and harassment. Multiplier and Project Equity prohibit discrimination in its governance, programs and activities on the basis of race, color, national origin, age, disability, religion, gender, sexual orientation, gender identity, genetic information, political beliefs, reprisal, marital status, amnesty, status as a covered veteran, because all or part of an individual's income is derived from public assistance, or for any other non-merit based factor