



JOB DESCRIPTION – CONTENT MARKETING MANAGER

Mission Advancement Professionals (MAP) is searching for a self-motivated and talented content creator to write and produce various types of downloadable and online content to expand MAP's digital footprint, awareness, and leads. This role requires a high level of creativity, attention to detail, and project management skills.

Full-time / Part-time: Full-time
Reporting to: VP of Marketing
Direct Reports: None
Hours & Location: 8:00 a.m. – 5:00 p.m. with flexibility; based in McKinney office at 7850 Collin McKinney Parkway, Suite 101.

PRIMARY JOB RESPONSIBILITIES

- Create 1-2 free resources each month to drive leads, awareness, and/or other important metrics (examples include ebooks, case studies, infographics, guides, templates, etc.)
- Optimize our marketing automation and lead nurturing processes through email, content, and social channels
- Develop strategies and explore new ways to engage and grow our subscriber base and increase lead generation
- Proactively collaborate with team members across the company to produce relevant content
- Utilize MAP's website and landing pages to promote content
- Blog on an ongoing basis to support and attract site visitors through search, social media and email subscribers
- Work within MAP's CRM and marketing automation tool (HubSpot) to publish content, maintain data, and track engagement
- Assist with the development of proposal content, presentations, and corporate templates
- Assist the VP of Marketing with planning and execution of workshops, webinars, and speaking engagements
- Assist the VP of Marketing with other marketing activities, including social media, podcast and video production, print and digital advertising, sponsorships, etc.

QUALIFICATION AND SKILL REQUIREMENTS:

- Bachelor's degree required
- 2-5 years of marketing and content creation experience



- Past experience producing content for the web specifically, as well as channel-specific knowledge (blog, SlideShare, Facebook, Twitter, LinkedIn, etc.)
- Proficiency with Adobe Creative Suite (particularly Illustrator and InDesign).
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content
- A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions.
- Excellent organizational skills to work independently and manage projects with many moving parts
- Ability to work with and across a multi-disciplinary, remote workforce
- Previous nonprofit experience is a plus
- Experience with HubSpot CRM and WordPress is a plus

Interested candidates should email resumes to Latoyia Williams at Info@missionadvancement.com.

ABOUT MISSION ADVANCEMENT

Since 2007, Mission Advancement Professionals (MAP) has focused on bringing our distinctive, relationship-based fundraising philosophy to human service nonprofits and independent schools. As principal and major gifts specialists, MAP counsels organizations through developing and increasing capacity for capital campaigns, growing annual operational funding, and creating long-term development strategies. We hold webinars and interactive workshops throughout the year to educate nonprofits on strategies to grow their mission. For more information, visit MissionAdvancement.com.

