

JOB AD

Manager, Communications

CureSearch for Children’s Cancer

The primary responsibility of the **Manager, Communications** is to **conceptualize, organize, plan, produce and execute content to expand** CureSearch’s footprint, **both digital and print**, awareness, **subscribers, and donors**. The staff person will be expected to **develop content** that sustains the **organization’s voice** across all of its forms. Candidates must have a knack and love for writing and an appreciation for the importance of graphics and video to engage audiences. **This role requires a high level of creativity, ability to work independently and with many stakeholders, attention to detail, organization, and project management skills.**

CureSearch is conducting a national search for the right person to join our team. **While working from our headquarters in Bethesda, Maryland is an option, those wishing to work from a remote location are encouraged to apply.** CureSearch prides itself in having a highly collaborative and thoroughly engaged virtual team.

Responsibilities

Content Development

Think and execute as a **publisher/broadcaster/editor/designer**, leading the development of creative new content that solves the **unmet needs** of our various audiences. **Understand needs for various CureSearch goals, both public facing and internal.** This includes communication initiatives, direct appeals, and awareness campaigns.

Personally **produce content for all mediums available** such as: videos, stories, photos, Annual Report, impact reports, press releases, pitch letters, organization statements, brochures, memes, infographics, digital copy, whitepapers, talking points, key messages, email copy, advertisements, speeches, presentation decks, ebooks, newsletters, PSAs, internal communication items, media alerts and other communications pieces as needed. This will require **working with multiple stakeholders across the organization. Support will come from the Communications Coordinator. Content will be consistent** in terms of style, quality, brand voice, and optimized for search and the user experience for all channels including website, social media, email, mobile, video, and print.

Partnering with staff, position CureSearch as a best-in-class **storyteller, using visual media to tell stories** in compelling, engaging and immediate ways with an eye toward driving social sharing and engagement. **This engagement should lead to donor conversion and loyalty.**

Determine sources for content creation, both internally and externally. This position may also be asked to create and manage a network of freelancers, interns, and volunteers to support content creation. **Edit content produced by your teammates, including conceptualizing the projects upfront and copy-editing prior to publishing.**

Conduct spokesperson training for staff and volunteers. Conduct training for new staff on CureSearch messaging and talking points.

Project Management

Manage communications projects by working closely with communications team and other staff, vendors and volunteers. Take **lead in project management**, managing as department trafficker **to ensure projects stay on track**, remain mindful of work flow and timing, manage routing to appropriate staff, work with Communications Director to obtain approval and facilitate execution steps based on outlet.

Oversee email, event and direct appeal calendars; support staff to design and create content.

Proactively problem solve when unanticipated barriers are presented with projects, work independently to move communications forward while maintaining transparent and inclusive of project status. Understand importance of responsiveness; update project management tools in real time.

Pay attention to the active verbs the job description uses to describe the position’s “primary responsibility,” content creation, and align them with your experience. This description repeats “content” and makes it clear that the position primarily requires creating content in both print and digital forms that will help to achieve the goals of the organization. Speak to the goals of the organization in your cover letter and give concrete examples of how you would help to achieve them.

Identify the other skills and activities the job description mentions specifically (here: writing, graphic design, video, and other digital content creation in order to engage audiences, promote a cause, raise awareness, and raise funds). Highlight corresponding outcomes, projects and experiences in your resume.

Use the key terms describing the skills and abilities here in your resume.

Think about experiences you have had while completing your degree when you worked both independently and with multiple campus stakeholders.

Highlight experiences that showcase your project management skills in particular.

Make sure that your resume speaks to your ability to work both independently and as part of a team. Note that the job description repeats this requirement; your resume should address this requirement in particular. Note any other repetition of key terms or phases and address those in your resume.

Use the key terms describing the responsibilities in your resume.

Highlight any experience you have with raising funds.

Highlight experience you have training staff, students or volunteers.

Track impressions, metrics and other feedback or performance indicators with communication initiatives. Segment lists based on behaviors, **work with Communications Director** to identify opportunities for growth and optimize cultivation tracks.

Social Media and Website

Create and manage a blog to attract site visitors through search, social, and our email subscribers. Write various types of articles. Grow our subscriber base by providing regular, helpful content.

Manage and elevate partnerships related to social media or blogs, listen and engage in relevant social discussions about CureSearch, our competitors, children’s cancer, etc.

Oversee social media strategies, for all social media accounts and social media events, including tone and approach, work with Communications Coordinator to schedule and track successes.

Handle social media advertising, promotions, and **optimize content for search engines and lead generation**.

Partner with Senior Web Manager to understand needs and optimize web assets.

Work with the staff to use the blog in our inbound marketing strategies, cross-promote the blog on other social media platforms and to improve blog strategies/tactics.

Work with Communications Coordinator to audit website and social sites for content accuracy and brand alignment.

Administration

Oversee project trackers and editorial calendar updates.

In conjunction with Communications Director, manage brand and content creation guidelines. Provide guidance to staff on how to best implement brand standards.

Stay up-to-date with the latest **content marketing trends and with insights and knowledge of our constituents**.

Supervise interns and volunteers as needed, **guide** work of Communications Coordinator.

Experience

Bachelor’s degree or equivalent, preferably in journalism, creative writing, communications, or related field.

Past experience **producing content for the web specifically, as well as channel-specific knowledge (blog, YouTube, Facebook, Twitter, etc.)**.

3+ years of content creation experience.

Skills

Exceptional writing and editing skills, as well as the ability **to adopt the style, tone, and voice** of our organization’s various types of content.

Project management skills required, Trello or BaseCamp experience is a plus!

Proficiency in Adobe InDesign, Illustrator, Photoshop or similar software. Social Media experience. Proficiency in

Notice the repetition here of the need to ensure that all staff who are speaking about the organization or creating content are speaking with a consistent tone and presenting one message. This section also repeats the need for experience training staff.

HTML/CSS is an added bonus.

A dual-minded approach: you are highly creative and an excellent writer but can also use data to make decisions that drive business growth.

Desire and ability to thrive in **fast-paced, resource-constrained** environment.

Ability to travel as needed to shoot video, conduct interviews, organize photo shoots, etc. Travel is estimated at 10%. Some overnight travel required.

Capable of setting clear priorities, **remain organized, and nimble** enough to adjust as new opportunities arise.

Motivated by supporting a mission-driven organization whose aim is ultimately to cure children’s cancer.

The above statements describe the level of work performed expected in general terms. The statements are not intended to list all the responsibilities, duties and/or skills required of employees so classified, and that the content herein is subject to change, with or without due notice.

Highlight time management skills, flexibility, ability to travel, and to shift priorities when needed

RESUME

Jane Bruin

123456 Le Conte Ave. | Los Angeles, CA 90095 | 310-555-1212 | jbruin@example.com

PROFESSIONAL SUMMARY

Innovative writer, editor, and content creator for both digital and print outlets. More than 5 years of professional experience in project management, marketing, training, and analytics on behalf of educational and community-based organizations. Eager and ready to work independently and on a team in order to meet needs of all stakeholders and defeat childhood cancer.

EDUCATION

UCLA, PhD in English 2017
UC Davis, BA in English 2010

EXPERIENCE

Marketing Manager, Web and Social Media Strategist

- UCLA Volunteer Center 2014-2017
- Doubled Facebook followers from 3000-6000 in 8 weeks
 - Coordinated brand identity, campaigns, online/print materials, mobile-ready pages, and conversational calendar to inform, mobilize, and engage volunteers
 - Tracked impact and conversation using Google Alerts and social media monitoring tools
 - Initiated cause-marketing strategy which includes Twitter and Foursquare cause-lists and targeted outreach
 - Supervised and trained 2 social media and marketing interns for the Center

Student Health Advocate, UCLA Student Wellness Commission 2015-17

- Selected through competitive application to serve as an advocate in conjunction with the Arthur Ashe Student Health and Wellness Center
- Trained and supervised undergraduate Student Health Advocates; assisted UCLA staff supervisor of undergraduate Student Health Advocates with needs assessment and project management
- Created and curated content for the Student Wellness Commission blog, website and Facebook page
- Initiated Twitter and Youtube channel
- Made recommendations on flyer design and social media outreach based on social media analytics
- Served on campus committee that increased the number of wellness workshops offered in the undergraduate dorms
- Advised undergraduate students on fundraising effort that successfully raised \$10,000 to sponsor a Wellness Day

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Teaching Assistant, UCLA

2012 - 2014

- Developed and taught freshman expository writing course with 95% positive teaching evaluations rate in classes ranging from 10-25 students.
- Integrated social media, specifically blogs and Twitter, into course assignments and class discussion
- Curated online discussion board
- Worked closely with students to discuss progress and avenues for improvement
- Created assignments for expository writing course that required students to conduct interviews and integrate both visual content for the web and essays into a final portfolio. Gave feedback on design and accessibility of content.

COURSES TAUGHT

- Expository Writing, Introduction to Digital Humanities, Introduction to Medical Humanities, Introduction to Literature, Information and Power

ADDITIONAL PROFESSIONAL TRAINING

- Digital Humanities Graduate Certificate, UCLA
 - Extensive experience creating, analyzing, and giving feedback on web-based content
 - Knowledge of Trello, BaseCamp, InDesign, Adobe Acrobat, WordPress, ArcGIS

PUBLICATIONS AND SELECTED PRESENTATIONS

- "The Social Networks of Postmodern Fiction: An Overview." *Digital Scholarship in the Humanities* 32 (2017): 112-32.
- "Postmodernism and Social Network Analysis." Digital Humanities 2016, Krakow, Poland, July 2016.

HONORS, AWARDS AND FELLOWSHIPS

- UCLA Healthy Campus Initiative Appreciation and Recognition Award, 2016
- Departmental Teaching Award, June 2013
- English Departmental Fellowship, 2011-12

COVER LETTER

Jane Bruin

123456 Le Conte Ave. | Los Angeles, CA 90095 | 310 555 1212 | jbruin@example.com

CureSearch for Children's Cancer
Bethesda, MD 20814

August 15, 2017

Dear Hiring Committee:

I am enthusiastic to apply for the Manager, Communications position at CureSearch for Children's Cancer. I am excited to have the opportunity to apply my project management, marketing, editing, and creative skills to this role to work specifically for the cause of defeating childhood cancer. My experience with creating content in order to meet unmet needs at UCLA and in the Los Angeles community has prepared me to succeed in this position. While completing my doctorate in the UCLA Department of English, I put my storytelling, project management, and social media analytics skills into action by working as a marketing manager, web and social media strategist for the UCLA Volunteer Center for two years. During that time, I created and edited content for the web during an interactive social media campaign, trained interns on brand standards, performed needs assessments, and doubled social media followers for the organization from 3000 to 6000 Facebook fans. Additionally, personal experience leads me to apply for this position: during graduate school, I took on a leadership role in the UCLA Student Wellness Commission, an organization that advocates for greater awareness of wellness on campus. I volunteered for that role specifically because I have had several family members who have been affected by childhood cancer. This position required me to work both independently and in concert with numerous stakeholders to create web, video, and written content that raised awareness of wellness on campus, as well as to raise funds. I am excited to have the opportunity to continue my advocacy and use my skills on behalf of CureSearch.

In addition to my experience in project management, marketing, and social media outreach and analytics, my experience teaching composition and completing a graduate certificate in Digital Humanities prepares me well for this position. I would be ready to curate both written and video content from many different contributors and to give them the feedback they need in order to ensure that all the content speaks on behalf of the organization with a consistent style and tone. I work quickly, and am well-skilled in giving constructive editorial feedback on tight deadlines. I am organized, detail-oriented, have strong time management skills, and have experience working both independently and with multiple stakeholders. I also have prior experience conducting interviews for web content, and am excited and ready to travel on behalf of CureSearch to generate additional content.

I am eager to discuss this position with you in greater detail, and I look forward to hearing from you.

Sincerely,
Jane Bruin