

Water Street Mission Job Description

Full-Time Content Developer

Summary:

As part of the Marketing team at Water Street, the Content Developer uses their verbal and visual storytelling skills to help communicate Water Street's compelling messages of transformational programs and people to our Lancaster County community.

The Marketing team manages the public image of Water Street Mission (WSM), ensuring that all communication is consistent with our purpose, mission and voice and effectively invites people into partnership with WSM through their time, treasure and talent. The Marketing team invites individuals and organizations to partner with WSM through large scale print and digital media production, coordinating fund raising and awareness events, supporting the Partner Relations team and Volunteer Coordinator, as well as providing communications support across departments.

The Marketing Team is part of the Advancement Team that uses an individualized approach to proactively deepen strategic partnerships with the Lancaster Community at the intersection of where God is at work in the partner and where God is work through our ministry. We aspire to transform how Lancasterians see people on the margin while inspiring joyful generosity.

FLSA: Full-Time - Non-Exempt

The Content Developer must be:

1. Willing to sign the Water Street Mission's (WSM) Statement of Faith
2. A current and active member and/or regular attendee of a local church.
3. Able to fully support Water Street Mission's core values and ministry philosophy.

Essential Functions:

- Work with Dir. Marketing and Dir. Adv. Ops to create and manage marketing/communications calendar – including social media, email, in-house produced mailings, external media such as radio and billboards, and collateral materials for WSM Advancement (and, when needed, other WSM departments/ministries).
- Support WSM communication efforts through the ongoing production of text, image and video content as needed. Communicate the brand in visual and verbal messages that are consistent across all print and electronic mediums.
 - Interview staff, volunteers, guests, donors and community partners, as needed, to develop stories.
 - Coordinate with in-house graphic designer and external video vendors and photographers, when needed, to produce content pieces.
 - Post social media content as per the editorial calendar, and, when necessary, for immediate needs.
 - Proofread and edit content produced by other members of the team as needed.
 - Collaborate with other departments to create and develop innovative content ideas.
- Investigate opportunities and write grant proposals to increase support from foundations.
- Support Gift Officers through the production of
 - Customized proposals
 - Impact Reports
 - Thank-you letters
 - Case Statements

- Create content to generate interest in volunteering, donating, or partnering with Water Street – encouraging and serving both our guests, as well as those who are exposed to the content.
- Responsible, as needed, for in-house photographic (and video) assignments in support of projects. Help curate and manage photo library/data file to be accessible to approved staff.
- Make ongoing content revisions and improvements based on analytics and supervisory direction.
- Complete a reasonable volume of work, in standard industry timeframes, as assigned by supervisor.
- Function as a member of the Advancement Team.
- Perform other related tasks as assigned.

Knowledge, Skills and Abilities

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS

- Demonstrate a passion to see the lives of hurting men, women and children restored
- Demonstrated ability to provide outstanding customer service
- Outstanding verbal and written communication
- Strong interpersonal skills; able to work collaboratively and build consensus across teams and across projects
- Excellent organizational skills, able to work independently and manage time effectively
- Microsoft Office software expertise; Word and PowerPoint are essential, Excel is a plus
- Light Digital photo and video experience is an advantage
- On-page SEO understanding is an advantage
- Demonstrated project management skills; ability to work with multiple projects with overlapping deadlines
- Must demonstrate the ability to make good decisions independently

MINIMUM QUALIFICATIONS & EXPERIENCE

The ideal Content Developer candidate will possess:

- Motivation to see the lives of hurting men, women, and children restored
- Bachelor's degree in communication or related field; 3 to 5 years of related work experience in a sales or fundraising environment an advantage
- Well-developed independent time management and organizational skills
- Demonstrates creative and technical skills
- The ability to readily learn and use a variety of online SaaS products like Mail Chimp, EventBrite, and Prezi (when needed) is extremely desirable.
- Person of integrity who can present strong character and employment references

Supervisor: Director of Marketing

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. While performing the essential functions of this job the employee is regularly required to stand, walk, or sit and use hands to finger, handle, or feel, and is occasionally required to lift and/or move up to 35 pounds. This position may require availability to support Development Team events outside of a regular work schedule.

Christian Life: As an employee of Water Street Mission, you are an important member of a Christian Missionary organization. All staff members are Christian missionaries and are required from time to time to participate in chapel services, outreach ministries, or counseling sessions. Because of the nature of these types of ministries it is an absolute necessity that you possess and maintain a testimony or lifestyle that is above reproach. What you do on your own time may seriously affect your ability to perform these types of ministries, which are an important part of your job.