

Position Description

Title: Content Writer & Communications Associate
Department: Marketing & Communications
Reports to: Strategic Communications Director
FSLA: Exempt

About the Organization

Over the years, Upwardly Global has supported thousands of foreign-born, skilled job seekers in transitioning from poverty or exclusion to quality, thriving-wage careers through its customized program to integrating skilled immigrants into the US job market. Upwardly Global is a data-driven, innovative organization with a bold vision and a fearless spirit operating out of four major US markets and providing remote services to several parts of the country. It is unwavering in its commitment to a diverse and inclusive culture where every voice matters.

Position Overview

Upward Global is looking for a dedicated Content writer and Communications Associate to join its growing communications team. The writer/associate will be tasked with creating content for blogs, articles, press releases, news pitches, newsletters, and social media content.

The writer will be tasked with capturing the voice of the organization and its community of immigrants and refugees in the workforce and translating that into meaningful content. This includes working under the supervision of the Strategic Communications Director to interview key staff, jobseekers, program alumni, and other stakeholders (partners, volunteers, policy makers etc.). The content writer should also be comfortable with researching and engaging news media, creating talking points documents, and assisting and in preparing staff for interviews.

Successful candidates for this role must show enterprising skills, the ability to take direction and work independently; and approach media and communications with a strategic lens. Experience with non-profit communications, and diverse populations is a plus as are other languages.

Essential Duties & Responsibilities

- Research, draft, edit blogs, articles, press releases, media pitches
- Creation, development and update of messaging materials as part of communications team and Campaign strategy
- Work in partnership with Communications, Development, and Program teams to develop creative campaigns related to org mission
- Conduct interviews of jobseekers, alumni, and staff for content
- Draft scripts and speeches for organization's spokespeople
- Work with vendors to create multimedia content

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

- Work with Strategic Communications Director to develop and maintain relationships with reporters (local and national) who focus on issues related to organizational missions
- Support campaign and initiative messaging efforts through social media, website and digital communications as needed. Collaborate with the digital team in developing content for advertising campaigns.
- Prepare content/materials for external meetings and speaking engagements (i.e., research briefings, speeches, PowerPoint presentations, talking points, etc.).

Knowledge and Skills Required

- Bachelor's degree in Communications, Marketing, English, journalism, or related field.
- Minimum 2-3 years' experience in nonprofit, advocacy, or grassroots communications
- Proven content writing or copywriting experience.
- Proficient or willing to learn Microsoft Office applications, Google, Wordpress, Mail Chimp or other social & email marketing platforms.
- A portfolio of published articles.
- Excellent writing and editing skills.
- The ability to work in a fast-paced environment
- Experience dealing with intersections of race, immigration, and gender a plus

Salary Range Disclaimer

The base salary range represents the low and high end of the Indeed salary range for this position. Actual salaries will vary depending on factors including but not limited to location, experience, and performance. The range listed is just one component of Upwardly Global's total compensation package for employees. Benefits include paid time off policy, hybrid or remote work schedule, medical/dental/vision insurance, short term disability insurance, life insurance and retirement plan with employer match.

Salary Range Transparency: \$65,000 - \$75,000 USD per year

Upwardly Global is deeply committed to building a workplace where inclusion is not only valued, but prioritized. We're proud to be an equal opportunity employer, seeking to create a welcoming and diverse environment.

Interested candidates should send a resume and cover letter with salary expectations to HR@upwardlyglobal.org with Content Writer in the subject line.