

Position Description

Title:	Senior Content Writer
Location:	San Francisco, NYC, Chicago, or DC
Department:	Marketing & Communications
Reports to:	Director of Strategic Communications
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 and holistic approach 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

Upwardly Global is looking for a dedicated Senior Content Writer to join its growing communications team. The writer will be tasked with helping to plan and execute a strategic vision for the organization's content framework, including supporting the drafting, editing, and publishing of data-driven reports, white papers, and other thought-leadership content, in addition to working with communications staff in developing content across platforms not limited to multimedia content, such as video, blogs, press releases, newsletters, marketing copy, and social media.

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 with the Strategic Communications Director to interview key staff, job seekers, program alumni, and other stakeholders (partners, volunteers, policy makers, etc). The Senior Content Writer will be expected to work with internal and external teams to create and draft content as well as partner with members of the communications team to disseminate content. The writer should also be comfortable with creating and supporting a narrative framework, conducting interviews and preparing staff and program alumni for interviews, and engaging news media.

Successful candidates for this role must show enterprising skills, extensive experience in editorial writing, and the ability to lead projects and work independently, as well as approach media and communications with a strategic lens. Experience with nonprofit communications, and diverse populations including BIPOC and immigrant communities are a plus.

Essential Duties & Responsibilities

- **Content Strategy Development:** Develop and execute a comprehensive content strategy aligned with the organization's mission and objectives. This includes determining key messaging, content themes, and target audiences.

- **Content Creation:** Produce high-quality written content for various channels, including website copy, blog posts, newsletters, social media posts, fundraising appeals, press releases, annual reports, and marketing materials. Ensure consistency in messaging and branding across all platforms.
- **Scripts and Speeches:** Craft impactful speeches and scripts for Upwardly Global's spokespeople, including executives, board members, and ambassadors, ensuring alignment with the organization's mission, values, and strategic objectives.
- **Storytelling:** Craft compelling stories that highlight the impact of the nonprofit's programs and services on beneficiaries and communities. Use storytelling techniques to evoke emotion, inspire action, and engage supporters.
- **Research and Interviewing:** Conduct research, interviews, and fact-checking to gather information for content creation. Collaborate with program staff, volunteers, and beneficiaries to collect stories, testimonials, and data for use in content.
- **Editing and Proofreading:** Edit and proofread content to ensure accuracy, clarity, grammar, and adherence to style guidelines. Pay attention to detail and maintain high standards of quality in all written materials.
- **SEO Optimization:** Implement search engine optimization (SEO) best practices to improve the visibility and ranking of Upwardly Global's website and content in search engine results. Use relevant keywords, meta tags, and internal linking strategies to increase organic traffic.
- **Content Distribution:** Plan and execute the distribution of content across various channels, including Upwardly Global's website, social media platforms, email newsletters, and traditional media outlets. Monitor engagement metrics and adjust distribution strategies as needed to maximize reach and impact.
- **Collaboration:** Work closely with cross-functional teams, including marketing, communications, development, and program staff, to align content efforts with organizational goals and priorities. Collaborate on integrated campaigns and initiatives to amplify messaging and achieve objectives.
- **Compliance and Ethics:** Ensure that all content complies with legal and ethical standards, including copyright laws, privacy regulations, and nonprofit best practices. Uphold Upwardly Global's values and integrity in all communications.
- **Continuous Improvement:** Stay informed about emerging trends, best practices, and innovations in content marketing and nonprofit communications. Continuously evaluate and refine content strategies based on feedback, analytics, and industry developments.

Knowledge and Skills Required

- Bachelor's degree in communications, marketing, English, journalism, or related field.
- Minimum 6-9 years of experience in nonprofit, advocacy, or grassroots communications.
- Proven editorial content writing or copywriting experience.
- Proficient or willing to learn Microsoft Office applications, Google Suite, WordPress, Mail Chimp, and other social and email marketing platforms.
- A portfolio of published articles and/or other content.
- Project management experience.
- Excellent writing and editing skills.
- Experience or ability to learn working with video production teams, scripting, and supporting production needs.
- The ability to work in a fast-paced environment.
- Experience dealing with intersections of race, immigration, and gender is a plus.

Work Environment/Physical Requirements

- Requires the ability to travel locally, regionally and nationally
- Must be available to work evening events and to occasionally work weekend sessions
- Must have reliable transportation depending on region

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:

- Central Region: \$82,000 - \$102,000 USD per year
- Western/Eastern Region: \$90,000 - \$110,000 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 apply by clicking [here](#) and submitting a [resume and \(3\) sample writings](#).