



HOPE
INTERNATIONAL

Mission

To invest in the dreams of families in the world's underserved communities as we proclaim and live the Gospel.

Method

We share the hope of Christ as we provide biblically based training, saving services, loans that restore dignity and break the cycle of poverty.

Motivation

The love of Jesus Christ motivates us to identify with those living in poverty and be His hands and feet as we strive to glorify God.

Content Manager

JOB DESCRIPTION

The content manager oversees the written communications of HOPE International, informing and engaging HOPE donors and constituents while raising funds for HOPE's mission.

LOCATION:	Lancaster, PA preferred; Pennsylvania or northern Maryland considered
BAND:	Senior Professional
DEPARTMENT:	Marketing
REPORTS TO:	Senior Content Team Manager
DIRECTLY SUPERVISES:	Communications Specialist, Marketing Content Writer, Digital Content Writer, Media & Content Writer
CATEGORY:	Non-exempt or exempt, full time, domestic employee

FULL JOB SUMMARY

The content manager leads and develops the team of content writers in HOPE's marketing department. This individual is responsible for overseeing HOPE's written communications, ensuring brand consistency, accuracy, and Christ-centeredness. The content manager helps plan and support the collection and creation of compelling content for HOPE marketing communications, including print and digital projects, videos, social media, and promotional campaigns. This position directly reports to the senior content team manager and collaborates closely with the visual design assistant manager and digital design manager. The content manager is responsible for the project flow, quality, and effectiveness of the written elements of all marketing team projects.

RESPONSIBILITIES

Promote and fulfill the mission and vision of HOPE International.

People management and teambuilding

Model Christ-like servant leadership with content team staff members.

Encourage and track 5 Cs growth for each team member through evaluation, coaching, mentoring, and RISE.

Cast vision and provide direction for content team efforts through goal-setting, consistent team and one-on-one meetings, and project management. Grow a culture of cross-training and project-sharing among the team.

Directly or indirectly oversee additional contributing writer(s), including interns, non-writer HOPE staff, freelancers, consultants, or volunteers.

Provide regular updates to departmental leadership on the progress of the team and key assignments.

Content development and project management

Collaborate with marketing managers to populate the advancement communications calendar and create clear, concise, and impactful communications that inform, engage, and connect HOPE stakeholders.

Maintain and build the consistency of HOPE's brand via HOPE's voice, tone, style guide, lexicon, and communications policies.

Ensure accuracy, clarity, and integrity in communications through thorough research, systematic editing, and strict attention to detail.

Clearly articulate HOPE's Christ-centeredness and portray the people HOPE serves with dignity and respect.

Create and direct effective messaging for campaigns that promote HOPE with new audiences through advertisements, videos, social media, public relations, and other HOPE connections.

Actively contribute via researching, collecting, writing, and editing content for print and digital communications.

Build project management capacity by developing others and utilizing Wrike to ensure excellent and consistent delivery on deadlines.

Work with other marketing leaders to identify content needs and plan content collection projects, including resourcing staff throughout the HOPE network and specific collection trips.

Occasional international or domestic travel required.

QUALIFICATIONS

Personal confession of Christian faith and commitment to the mission and vision of HOPE.

Demonstrated knowledge of and passion for Christ-centered poverty alleviation.

Bachelor's degree in journalism, communications, professional writing, marketing, or a related field.

Minimum three years' experience managing others and building teams.

Minimum five years' experience as a professional writer, including content collection, creation, and editing.

Proof of performance in supporting fundraising campaigns.

Excellent oral and written communication skills, including demonstrated ability to understand and articulate complex issues. Ability to communicate with tact, professionalism, and cross-cultural sensitivity.

Experience in a wide variety of print and digital mediums, e.g. e-newsletters, appeals, websites, blogs, social media, brochures, video scripting, press releases.

Attention to detail including maintaining sound organizational practices for gathering research and ordering of projects and tasks.

Ability to manage long-term projects, establish priorities, provide excellent customer service, and negotiate competing deadlines with composure.

Ability to analyze and improve systems and processes for collaboration, project management, and information sharing.

Ability to build and maintain relationships that bridge departments, cultures, and socioeconomic gaps.

Proficiency in AP Style and Microsoft Office Suite, familiarity with Adobe Creative Suite.

Ability to give and receive constructive criticism.

Understanding of Scriptural mandates concerning those living in poverty.

HOW TO APPLY

Apply online at <https://www.hopeinternational.org/take-action/careers>. Due to the anticipated volume of candidates, we are unfortunately unable to respond to phone calls or individual inquires.