Content Marketer

New York City schools are filled with students who have potential and ambition to go far and we envision a city filled with students whose opportunities match their ambitions. Since 1995, PENCIL has played a critical role in bringing together business professionals, educators, and students to open eyes, open minds, and open doors. PENCIL makes it easy for business professionals, educators and students to work together—in schools and the workplace. Our hands-on programs, including in-school partnerships, mentoring, internships, and immersive experiences like Principal for a Day®, create targeted opportunities to make a real difference in the classroom and beyond.

PENCIL is committed to creating a workplace that respects and values diversity, and to creating an inclusive environment for all employees. We strongly encourage candidates who represent the communities we serve to apply. PENCIL is an Equal Opportunity Employer and will make employment decisions without unlawful discrimination on the basis of race, color, religion, sex, sexual orientation, national origin, age, disability, veteran status, or any other status protected by law. All employment is decided on the basis of qualifications, merit, and business need.

The Content Marketer plays a critical role in the development, maintenance and execution of content for all social media channels. This role serves as the voice of the brand in the social space, creating innovative messaging and activations that engage PENCIL stakeholders as well as influencers across multiple platforms. This person serves as the social media content generator and channel expert whose ultimate goal is to communicate our brand positioning, boost engagement and increase followers. They will ensure that messaging supports PENCIL brand and is executed consistently across all channels representing the mission and impact of PENCIL.

This full-time position currently reports to PENCIL’s Vice President & Chief Strategy Officer and works closely and collaboratively with all members of the PENCIL team, especially the programs team. This position requires experience and passion in digital marketing and brand building.

RESPONSIBILITIES

Manage all of PENCIL’s social media channels (Instagram, Twitter, Facebook, LinkedIn, etc.):

- Execute social media strategy and innovate programs for content marketing efforts
- Develop monthly, quarterly and yearly social media content calendars to highlight PENCIL’s brand and impact
- Develop and maintain relationships with mission-relevant social media influencers for inclusion in PENCIL’s social channels
- Use best practices for social media to assist with the expansion of the brand by increasing both followers and engagement across all social platforms
• Generate discussions with and respond to questions from the PENCIL community on social channels as a way to deepen the relationships with PENCIL followers
• Proactively seek out new ideas that increase engagement and brand visibility

Capture and create content:
• Work across PENCIL teams to create digital assets as needed
• Develop content that aligns with PENCIL’s ongoing campaigns highlighting organizational history, impact and goals
• Regularly attend PENCIL programs to capture, curate and share compelling video and photo featuring students, volunteers, and partners.
• Identify and execute on opportunities to connect social media content to current events, viral trends, holidays, etc.

Activate PENCIL’s network as social media ambassadors:
• Create relationships with PENCIL partners and students to generate organic user-generated content
• Provide support, guidelines and template for the PENCIL community to become actively engaged with the organization on social media
• Regularly engage with all partner company and school social media channels

Evaluate and assess social media strategies to scale and replicate best practices:
• Use data, trends, and insights from both external and internal sources to inform strategy
• Develop quarterly analytics to gauge PENCIL’s brand health and reach across channels
• Maximize plans to increase both engagement and followers
• Report on all metrics related to social media strategy, including but not limited to:
  o Social follower growth
  o Engagement rate
  o Traffic from social channels
  o Number of user generated posts monthly
  o Number of ambassadors posting about PENCIL regularly

Additional duties as needed. Occasional evenings to participate in events may be required

QUALIFICATIONS
• Minimum of 2 years of social media and content experience, ideally in a non-profit environment
• Expertise in content development and marketing across all social media channels
• Fluency in digital marketing, including an understanding of building brands and communities through social media
• Exceptional communication skills
• A strong sense of creativity and keen eye for design
• Experience working with influencers and growing and managing an influencer/ambassador program
• Strong relationship building skills
• Experience working across various teams and departments
• Ability to work in a collaborative, cross-functional organization and with diverse stakeholders
• Commitment to PENCIL’s mission and public education
COMPENSATION
Salary range for this position starts at $48,000. PENCIL also provides a generous benefit package which includes:

- Medical, prescription, dental and vision insurance for you, your spouse or domestic partner and dependents
- A retirement plan with employer matching
- Commuter benefit and flexible spending plans
- Professional development stipend
- Annual paid time off for holidays, vacation and sick
- Short and long-term disability and paid family leave.

TO APPLY
Please email a cover letter and resume to opportunities@pencil.org with the subject line: “Content Marketer”. Please include how you heard about the position for our tracking purposes. Applications will be accepted until the position is filled.