



## Communications and Content Marketing Manager

### Description:

Scouting America National Capital Area Council (NCAC) seeks a Communications and Content Marketing Manager to be located in its Bethesda, Maryland office. The position is responsible for the implementation of the overall marketing strategy for the organization to improve membership recruitment, fundraising, and program promotion. The Communications and Content Marketing Manager must be able to work independently to effectively oversee and manage all marketing communication channels while creatively designing, planning, and executing all digital and print media strategies.

This position must manage the organization's website; produce video content; take photographs; interview stakeholders and write stories; identify opportunities for media and press coverage; and curate photography, video clips, and stories to produce effective digital and printed content. In addition, the position must monitor and analyze site and social traffic; establish and monitor ROIs (returns on investment) and KPIs (key performance indicators); create, maintain and implement digital marketing and editorial calendars; and create and manage company newsletters while ensuring all messaging and content fits within brand guidelines.

### Responsibilities:

#### 1. Content Production

- a. Ensure content complies with youth protection policies.
- b. Identify, curate, and write stories from our members and volunteers about the Scouting program and its successes.
- c. Independently develop targeted digital and print recruitment campaigns based on best industry practices and trends including the regular production of short form video.
- d. Create/curate and publish daily digital content for social media platforms, blog, and website.
- e. Track and use analytics to improve engagement and traffic.
- f. Create graphics, photos, and written messages for newsletters to members and volunteers to promote programming.
- g. Maintain and champion brand standards both internally and externally.
- h. Create templates for campaigns including sample postings, hashtags, and content.
- i. Maintain editorial calendars and publishing schedule.

#### 2. Advertising, Publicity, and Public Relations

- a. Develop, design, and publish paid advertising campaigns for recruitment primarily digital on social media.
- b. Develop, inspire, and manage influencer campaigns to produce content and reviews.
- c. Identify opportunities for media and press coverage.
- d. Draft press releases and media advisories.
- e. Promote and champion campaigns internally to staff and membership.

### 3. Design Marketing Materials

- a. Design digital materials/templates for volunteers, staff, board, promotions, campaigns, camps, and events.
- b. Design and update printed materials, reports, and collateral for all departments.
- c. Create event materials including save-the-dates, social media posts/graphics, program designs for digital and print use.
- d. Design and publicize the annual calendar with key dates.

### 4. Additional Duties

- a. Attend events to provide social media, video, photography, and AV support.
- b. Attend and participate in meetings and presentations, including in the evenings and on weekends.
- c. Network and connect with volunteers and members of the broader community to advance the mission.
- d. Photography, including portraits
- e. Video filming and editing
- f. Exhibit at associations, school fairs, businesses to grow membership,
- g. Other duties as assigned.

### Requirements:

- Proven track record with 5+ years experience in marketing, public relations, or related field.
- Bachelor's degree in marketing, communications, business, or relevant field.
- High degree of proficiency working with digital media, including short-form video, websites, social media channels, and email/text marketing.
- Attendance at meetings and events in evenings and on weekends.
- Proficiency in Wordpress, Elementor, Canva, Adobe Suite, and Microsoft Office.
- Background with youth-serving organizations, as a professional or volunteer a plus.

### Skills Required:

- Polished ability to communicate with clear, consistent messaging.
- Creative graphic design skills that problem solve.
- Social media savvy and passion to inspire audiences.
- Strong, proven photography and video skills including editing.
- Short-form video expertise for use on multiple channels including Facebook, Instagram, YouTube, LinkedIn, and TikTok.
- Ability to utilize analytic tools and research to uncover trends and determine new digital strategies.
- Competent organization and time management skills with the ability to work to deadline.
- Ability to manage multiple, simultaneous projects from start to completion.
- Project tracking.
- Advanced proofreading/editing abilities.
- Ability to represent the organization in public.
- Customer service.
- Adaptability and team mindset.
- Proficiency in Basecamp, AxiosHQ, Campaign Monitor, and iContact a plus.

The position is in a large, climate-controlled, multi-level building. Candidate should be able to spend long hours sitting, use keyboards and computer screens, navigate throughout outdoor camps, and be able to lift 40 pounds.

Compensation based on experience/education' benefits include medical/dental/vision, retirement and 403(b), paid time off, and paid holidays.

Status: Full-time in-person reporting to the Chief Communications Officer/Director of Marketing and Public Relations

Salary: \$55,000 - \$65,000 depending on experience

Interested candidates should submit a **cover letter, resume, and portfolio** that includes a writing sample, multiple social media examples, and links to published short form videos to Michelle Windsor, **[michelle.windsor@scouting.org](mailto:michelle.windsor@scouting.org)**

Scouting America National Capital Area Council delivers the promise of Scouting to youth throughout the Washington, D.C., metro area, including the District of Columbia, 16 counties in Maryland and Virginia, the U.S. Virgin Islands, and U.S. citizens abroad in North, Central, and South America. Our programs teach young people to "be prepared!" for adventure, education, service, and leadership.