



## **Digital Content Manager Convergence Center for Policy Resolution**

Convergence Center for Policy Resolution (Convergence), the leading nonprofit devoted to bridging divides and developing solutions to intractable public issues, seeks a talented Digital Content Manager to help tell our brand story, engage with constituents and attract a new audience. The right candidate will create dynamic content and communicate the right information to targeted audiences that inspires, influences and normalizes collaborative problem solving.

The Digital Content Manager will join the Communications team in developing quality, relevant assets for digital platforms, websites, social media and other channels. The content will clearly articulate the Convergence brand message, vision and values and support the organization's overall marketing strategy. The compelling, engaging and interactive content will also cover a broad range of issues, voices and audiences.

As a brand creative, the Digital Content Manager will own the end-to-end process of multi-channel campaigns from concept and copywriting to design, layout and production. This role serves as a creative partner of Project Directors and will drive strategy, development and execution of the dialogue process ensuring a consistent brand voice across all channels.

The ideal candidate should be a passionate visual storyteller, social media strategist and exceptional digital content marketer with a strong desire to work hands-on in producing creative assets for a variety of mediums including web, virtual and in-person events, video, photography, print, and email. In addition to superior written and visual production skills, the candidate should possess excellent interpersonal skills, be able to work well with all levels of the organization and be detail oriented.

### **Responsibilities**

- Craft clear, compelling content including quizzes and polls for a range of social media platforms in accordance with top SEO practices
- Lead the development of the organization's social media strategy and expand online presence
- Ensure that marketing material and digital properties clearly convey key messages, strategies and themes
- Review, proofread content for grammar and accuracy and to ensure consistent brand messages and guidelines
- Publish content on various platforms, analyze performance and create reports
- Research and evaluate digital marketing trends
- Collaborate with executives, colleagues and stakeholders throughout engagements

### **Qualifications**

- 5+ years of experience in progressive creative services or creative operations roles including content, design and copy writing experience in branding, web, advertising and marketing
- Proficiency in Microsoft Office Suite, Adobe Creative Suites (InDesign, Acrobat, Photoshop), social media platforms, email marketing automation platforms and publishing tools
- Video production and editing skills



- Bachelor's degree or equivalent in English Literature, Communication, Marketing, Journalism or related field
- Familiarity with web publication techniques
- Familiarity with marketing tools: Hootsuite, Google Analytics, Pardot
- Understanding of the latest marketing trends and techniques, especially SEO
- Familiarity with Salesforce and related products such as Pardot
- Ability to work independently, multitask and take initiative
- Excellent visual and written communication skills
- Creativity and a keen eye for detail

### **Position Details**

- Salary depends on experience, with a target range of \$75,000-\$85,000.
- This position will report to Convergence's Director of Communications.
- Convergence offers a full benefits package (including health insurance and retirement) and generous paid leave.
- Most of Convergence staff are concentrated in two hubs -- one around Washington, DC and the other in the San Francisco Bay Area. All staff are working remotely for the time being with hybrid office/remote workspace possible in the future. Candidates are welcomed regardless of location. Some travel to/between workplace hubs required.

### **About Convergence**

Founded in 2009, Convergence is a 501(c)3 nonprofit organization that convenes people and groups with divergent views to build trust, identify solutions, and form alliances for action on critical national issues. We achieve this through structured, facilitated dialogue and long-term relationship building. Through proactive, nonpartisan engagement of influential individuals and organizations, we create new pathways that move our country and society forward. Our work demonstrates that trust, civility, and compromise can shift the focus from winning the debate to collectively seeking solutions. Current dialogues are focused on guns & suicide prevention, recovery for America's workers, digital disinformation, care for older adults, and modernizing the civil service. For more information about Convergence, visit: [www.convergencepolicy.org](http://www.convergencepolicy.org).

### **To Apply**

Please email your application to [jobs@convergencepolicy.org](mailto:jobs@convergencepolicy.org) with "Digital Content Manager" in the subject line. Applications should include: (1) a resume, (2) a tailored cover letter indicating your relevant experience and specific interest in the position, and (3) two creative samples for which you were the sole producer. Please indicate where you saw the job announcement in the body of your email. Position available immediately. Applications will be reviewed on a rolling basis. No phone calls please.

Convergence values a diverse workplace and strongly encourages women, people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. Convergence is an equal opportunity employer. Hiring decisions are made without consideration of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state or federal laws.