



JOB TITLE: Content Marketing Specialist
REPORTS TO: Director of Marketing
POSITION: Full-time exempt
LOCATION: Headquarter office, Kansas City, MO

POSITION SUMMARY

The Global Orphan Project (GO Project), a Kansas City based 501c3 nonprofit committed to serving vulnerable kids and families through the local church, is looking for a Content Marketing Specialist. The right candidate is a proven, productive, and enthusiastic marketing professional specialized in copywriting. This role will be part of a growing marketing team and will report to the Director of Marketing. This individual will support 4 separate brands under the GO Project umbrella. Fun, right? The ideal candidate will have between 2-4 years of experience in writing short- and long-form content across traditional and digital platforms.

This is a full-time position and, therefore, qualifies for participation in GO Project benefits. Salary is commensurate with relevant skills and experience.

MAIN RESPONSIBILITIES (INCLUDING BUT NOT LIMITED TO)

- Collaborate with marketing team to plan and develop content based on brand strategy
- Assist with presenting written and creative work with internal clients
- Write engaging, impactful and optimized-by-channel content. This includes blogs, social media, web, print and email
- Manage timelines for content delivery marketing plans and events
- Edit, proofread and apply a first-time right mentality to all work
- Refine the distinct voices for each brand: The Global Orphan Project, CarePortal, GOEX Print + Apparel and Forevery Apparel
- Pitch in for event support and coordination

QUALIFICATIONS AND REQUIREMENTS

- Bachelor's in journalism, marketing or communications (other degree areas will also be considered)
- Two-four years of writing experience
- Experience with the Google Suite and Microsoft Office
- Excellent presentation, analytical and communication skills
- Personal and professional integrity with unwavering respect for co-workers and our organization's stakeholders
- Experience with Campaign Monitor, CRM, WordPress, Shopify and Basecamp preferred

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April 2019

The above description is not intended to be comprehensive, but rather a focused list of priorities. This role, like the non-profit ministry, is relentless. Success provides the opportunity to not only build a career, but also bring much-needed support and care to local children and families in crisis in Kansas City and around the world. Successful candidates, like all GO Project members, are expected to live and work consistent with GO Project's vision, mission, and values.

The Global Orphan Project is a 501c3 non-profit located at 3161 Wyandotte, Kansas City, MO 64111. GO Project associates are at-will employees.

For consideration, email your resume, references, and cover letter to: careers@goproject.org

www.goproject.org | www.careportal.org | www.goex.org | www.forevery.org