

CONTENT STRATEGIST

RJL SOLUTIONS

ROLES AND RESPONSIBILITIES

The Content Strategist focuses on content planning, development, design, production, analysis, management, and measurement. The Content Strategist will serve as a Strategic Communications team member, accomplishing tasks in areas of public relations, graphic design, digital marketing and grant writing. This position is unique in that it will interact with all departments (Strategic Communications, Community Development, Advocacy, Operations) in order to create any necessary content from design to writing. Duties include:

- Provide high-level service to the clients, partners, and team members of RJL Solutions.
- Contribute to a high-performing team, including media professionals, community leaders, design agencies, contractors, and others, to meet strategic goals and business objectives for clients.
- Conduct informal and formal research for grant opportunities, grant specific content, press releases, marketing materials, talking points, etc.
- Write and edit press releases, grant narratives, reports, strategic planning documents, copy for print marketing materials, etc.
- Write and edit social media content, website copy, SEO, blog posts, and other digital marketing items.
- Design graphic elements for use in print and digital marketing.
- Proofread a variety of content for digital and print to contribute to top-notch quality control.
- Ensure that content aligns with the appropriate style guide, brand guide, and any other desired framework depending on the client or project.
- Facilitate high-level conversations with clients from a variety of industries on behalf of Strategic Communications.
- Offer contributions to strategy development in support of the department's goals, objectives, and projects.
- Support all departments in the areas of research, content creation, and quality control.
- Provide operational support to the Strategic Communications department by managing the department calendar, taking notes during meetings, and loading tasks into the project management platform.



INFORMATION



Bachelor's Degree in English, professional writing, graphic design, marketing, or related field.



Strategic Communications department

QUALIFICATIONS

- Proven ability to write a variety of materials with varying purposes for a variety of audiences.
- Ability to communicate effectively through writing in a concise and meaningful manner.
- Ability to work efficiently and accurately for both internal and client-related projects.
- Strong organization and time management skills and ability to prioritize and manage a high volume of detailed work with conflicting priorities in a fast-paced environment.
- Innate artistic ability or talent in graphic design aesthetics.
- Strong desire to lead and grow in a challenging yet nurturing environment.
- Professional experience in marketing, public relations, or professional writing preferred.

To apply, please send cover letter, resume and professional references to team@rjlsolutions.com.