



## **POSITION: CONTENT MARKETING ADMINISTRATOR**

The Content Marketing Administrator will assist in developing the strategic marketing and communication plans needed to support TLC's brand, will be responsible for developing and maintaining TLC's internal and external presence on our website and social media channels, and will assist in the production of printed materials.

Reporting to the Chief Advancement Officer, this individual will collaborate with the Senior Marketing and Communications Manager and program leaders at TLC to help advance the mission and goals of the organization.

### **REQUIREMENTS:**

- Confident communicator and proactive collaborator.
- Highly detail-oriented, entrepreneurial, and self-sufficient.
- Able to effectively manage multiple projects in a deadline-driven environment.
- Basic photography skills and experience with Finalsite or other content management systems (CMS) preferred. Basic video editing skills a plus.
- Ability to build consensus and work efficiently within cross-departmental teams.
- Experience in the Deaf Community and understanding and respect for Deaf Culture preferred.
- Excellent writer (English); fluency in ASL preferred but not required (willingness to learn and improve ASL skills are required).
- Some evening and weekend work required.
- A valid driver's license in good standing.
- At least 3 – 5 years experience in a related field.
- Bachelor's Degree required.

### **FUNCTIONS AND RESPONSIBILITIES:**

- Works with the IA marketing team to maintain and develop the master content calendar for all web and print channels
- Actively seeks out content from across the organization and adapts that content for a variety of channels and uses
- Oversees the TLC website (currently via Finalsite's content management system (CMS)): creates forms, banners, portals, calendars, directories, manages constituents and users, manages multimedia content, edits content

- Inspires and maintains an active conversation with key audiences across the organization's social media channels
- Maintains a consistent look and feel throughout all web and print channels
- Assists in conceptualizing, creating, and distributing website news and email blasts
- Remains current with emerging marketing and communications technologies
- Follows peer and competitor organizations on social media in order to understand norms and best practices
- Tracks and report on all website, social media, and print metrics
- Performs other tasks, as directed by the Chief Advancement Officer

**PHYSICAL REQUIREMENTS:**

Must be physically able to perform all duties of the job including prolonged standing, frequent lifting up to 35 pounds, pushing, pulling, bending, stooping, twisting, and reaching above shoulder level.

TLC is proud to be an equal opportunity employer and all employees and applicants for employment are afforded equal opportunity in every area of hiring and employment without regard to race, color, religious creed, national origin, ancestry, sex, gender identity, age, criminal record (inquiries only), handicap (disability), mental illness, retaliation, sexual harassment, sexual orientation, genetics, active military, and any other legally protected characteristic.