



*As a collaborative of congregations united in action, we create homes and advance equitable housing.*

## **Content Specialist**

### **The Organization**

Beacon Interfaith Housing Collaborative has a vision that 'all people have a home'. We are a collaborative of congregations who together build affordable and supportive housing, shelter families, and organize to impact housing policy. Beacon is a unique organization – an experienced nonprofit housing developer leveraging the power of congregations to create the public will needed to build and sustain affordable housing. Our focus is on households who make less than \$25,000 a year, and those who are experiencing homelessness.

The Beacon office is located on University Ave & 280 (along the Metro Green Line), convenient to both Minneapolis and St. Paul. For more information, check out [www.beaconinterfaith.org](http://www.beaconinterfaith.org).

### **The Position**

The Content Specialist creates written and digital content that builds the Beacon brand and advances Beacon's mission and strategic priorities. As a member of the Communication & Events team, the Content Specialist implements consistent and cohesive messaging that speaks to key Beacon audiences. The Content Specialist's skills as a storyteller will reflect the depth and impact of Beacon's work and inspire engagement.

This is a part-time position, averaging 30 hours per week. The position is eligible for health benefits, our retirement plan, and paid-time off. The pay range is \$17.50 - \$20 per hour.

### **Duties and Responsibilities**

#### **Create Content & Tools**

- Seek out, develop, and write stories from residents, guests, collaborating congregations, volunteers, staff, and others that capture the importance of home and illustrate Beacon key messages.
- Create, curate, and manage published content (images, video and written) as assigned, maintaining consistency of voice and messaging.
- Lead publication of digital newsletters.

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- Coordinate production of print, display, and other materials; cultivate & oversee vendor relationships.

### **Manage Digital Platforms**

- Manage updates to Beacon's website, assuring fresh content, consistent branding, and excellent user experiences.
- Oversee email and website analytics.
- Assist in the creation of relevant, impactful social media content and management as assigned.

### **Assist in Implementation of Communications Goals**

- Work with Strategic Communications Manager to execute strategic, integrated communications plan and evaluate communications strategies.
- Administer editorial calendar in collaboration with Strategic Communications Manager.
- Nurture internal and external relationships and establish pipelines to secure interviews and content for stories.
- Support other staff in the development of content and materials.

### **All Employees Are Expected To:**

- Develop and maintain productive, positive working relationships with other staff members.
- Maintain a level of flexibility with all staff, offering assistance to others as appropriate.
- Work effectively and respectfully with individuals without regard to race, color, creed, religion, national origin, marital status, political affiliation, sexual orientation, status with regard to public assistance, membership or activity in a local commission, disability, sex and/or age.
- Work within all agency policies, government regulations and the law.
- Perform other tasks, responsibilities, and special projects as assigned or directed.

### **Qualifications**

- Minimum of 1 to 3 years of experience in marketing, communications or media relations.
- Outstanding written and oral communications skills.
- Thrives in a fast-paced, high-production environment.
- Demonstrates creativity and documented immersion in social media.
- Excellent organization and project management skills.
- Proven ability to successfully handle multiple projects and meet critical deadlines.
- Team player with excellent interpersonal skills and commitment to relationship building.
- Results-oriented and a passion for creativity.
- Flexibility to attend evening and weekend meetings and events.
- Proficiency with Microsoft Office and social media applications.
- Knowledge of Blackbaud data management systems and WordPress, *preferred*.
- Knowledge of graphic design and design software, *preferred*.

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***If you are excited about being part of an organization with a big goal and collaborative spirit, learn more about Beacon and this position at [www.beaconinterfaith.org](http://www.beaconinterfaith.org). Please submit a resume with cover letter to [HR@beaconinterfaith.org](mailto:HR@beaconinterfaith.org). Application deadline is September 20<sup>th</sup>, 2019, or until position is filled.***

***Beacon strives to be an authentically inclusive organization. As an equal opportunity employer, Beacon does not discriminate against candidates on the basis of race, color, creed, religion, national origin, sex, age, physical or mental disability, veteran status, gender identity or expression, or sexual orientation. We affirm that all people are valuable and deserve respect, we welcome diverse perspectives and backgrounds, and foster an inclusive and collaborative environment as we work together on our vision that “All people have a home”. Women, people of color, LGBTQ+ individuals, and members of other minority or marginalized groups are strongly encouraged to apply.***

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