



Role: Content Marketing Manager – Part Time
Type: Director/Communications/Marketing
Location: Charleston, SC, USA
Reports to: Director, Global Communications and Marketing

We believe that the stories we tell can truly change the world, because the stories we have told are already doing just that. And now, we're ready to take our storytelling to the next level. We're seeking a Content Marketing Manager to join our growing communications team and create a culture of content to amplify our collective voice and the stories of the life-changing work our teams do across sub-Saharan African and Central America.

OneWorld Health exists to provide quality, affordable healthcare to under-resourced communities with a vision to empower communities to achieve long-term improvements in health and quality of life so that they can not only get by, but thrive. Through the establishment of operationally sustainable medical facilities, the empowerment of local staff and communities, and a unique culturally attuned, people-centered model of providing healthcare, we are committed to be in and with each community for the long haul. Simply put, we provide care that endures.

As a Content Marketing Manager, you will develop and execute content marketing strategies that can tell the countless stories of compassion, courage, resilience, strength and hope that we see every day with great care, excellence, creativity and authenticity.

You will work with the Director, Global Communications and Marketing to develop and execute a multichannel marketing strategy, building a content marketing ecosystem that grows brand awareness and donor acquisition, amplifying our mission and the stories of urgent needs and our long-term solutions.

Content Marketing Manager Responsibilities:

- Work with the Director of Marketing to develop and execute a multichannel marketing strategy, building a content marketing ecosystem that grows brand awareness and donor acquisition, amplifying our mission and the stories of foundation Scholars to new and existing audiences.
- Assist in creating new content, ranging from blog posts to social media, annual reports, email campaigns and TED-style video presentations.
- Help develop and manage a functional content calendar for each channel, segmented by audience. Ensure project timelines are met and that the end results showcase our brand. Optimize existing content tracks, including online, social media, email, press releases, mobile, video, print and in-person.



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- Ensure that all content is on-brand, consistent in terms of style, quality and tone of voice, and optimized for search and user experience for all channels of content.
- Build and send out email campaigns to support engagement efforts, identifying opportunities to engage new audiences, current and lapsed donors, applicants and the military community. Implement testing strategies, including A/B testing tools and beyond, to increase engagement rates with critical audiences.
- Collaborate with internal and external thought leaders, including program and global staff, to identify and produce cross-channel storytelling that advances our organizational mission and engages our communities with a focus on our values and leadership development.
- Work with development staff to support efforts to acquire new donors, retain and engage existing donors and reactivate lapsed donors, developing strategies for both major gifts and individuals.
- Track and measure marketing analytics to identify trends and guide marketing decisions. Measure campaign outcomes and maintain dashboards to help evolve organizational and marketing strategies. Conduct social media audits to ensure best practices are being used
- Help manage workflow for requesting, creating, editing, publishing and retiring content.
- Help staff activities and events as well as assist the Director of Marketing as needed with related initiatives.

Required Qualifications:

The ideal candidate will have the following professional and personal qualities, skills, and characteristics:

- **Storyteller.** You understand that people connect with stories differently based on who they are, where they are and what they're doing. You enjoy finding the right story to share with the right person in the right way that motivates connection and action.
- **Driven and adaptable.** You want to leverage skills you've built over 3-5 years of experience in marketing or communications that show effective storytelling skills and developing leadership and expertise.
- **Collaborative.** You find energy in working with others and look forward to partnering within your department or on cross-functional teams.
- **Inspired and inspirational.** You believe that access to basic human needs, like healthcare, should not be dependent on where you are born. You love working with people and know how to excite them about the opportunities to engage with the foundation's work. You love brainstorming to come up with big, inspiring ideas.



- **Results- and data-driven.** You are driven by results and informed by data. You use data to make decisions and translate strategy into action, and you want to apply your analytical skills to increase audience engagement and conversion.

Additional Qualifications:

- A posture of integrity that values the mission and vision of OneWorld Health.
- Proven ability and drive to take initiative and be a problem solver.
- Bachelor's degree in marketing or related field.
- A minimum of 3 years' experience in a digital marketing or communications position.
- Proficiency with Google Analytics and social media analytics.
- A positive attitude and professional appearance and manner.
- Experience working cross-culturally, preferably with other like-minded international NGOs.
- Excellent writing, speaking and communications skills.
- An internally motivated, self-starter mindset and can-do attitude.