



Position: Communications Manager, Web Content Writer
Location: Remote
Employment type: Full-time, Exempt
Reports to: Specialist, Managing Editor

Mission

EdReports is at the forefront of the curriculum reform movement. By increasing the capacity of educators to identify and demand the highest quality curriculum, EdReports is both disrupting a multibillion dollar market and transforming the way students are taught and ultimately perform. With the firm belief that what is taught matters and that all students deserve high-quality materials, EdReports publishes free, online, evidence-rich reviews of instructional materials.

Purpose of Position

EdReports is looking for a Web Content Writer to join our communications team to administer EdReports.org, and enrich our website with new blog posts, how-to resources, and marketing copy. The Web Content Writer will play a vital role developing and executing integrated campaigns to deliver on EdReports' mission to improve public education. Our ideal candidate is a self-starter, strategic thinker, and strong communicator with a focus on ensuring all school districts are reached, particularly those supporting our most underserved students. They have a high level of expertise with writing content optimized for an online experience and are able to quickly connect the dots between how a user experiences content across multiple channels. They thrive on data and can analyze marketing data and metrics to constantly adjust content to meet goals. The Web Content Writer is able to drive search results and website visitation by leveraging their knowledge of SEO and SEM. The ideal candidate for this role has new ideas and perspectives to bring to the table, and also has the technical ability and know-how to execute those ideas.

Key Responsibilities

Website and Email Content Development – 70%

- Write clear marketing copy to promote our products/services for our website and email communications; work closely with the communications team to develop and execute content and campaigns;
- Develop, execute, and optimize an SEO strategy to increase web traffic;
- Research industry-related topics (combining online sources, interviews, and studies);
- Prepare well-structured drafts using content management systems;
- Proofread and edit blog posts before publication;
- Submit work to editors for input and approval;
- Identify audience needs and gaps in our content and recommend new topics;
- Ensure all-around consistency (style, fonts, images, and tone);
- Partner with colleagues across the organization to build relationships, collaborate effectively, and inform content; and

- Ensure all digital marketing initiatives are fully aligned to the annual communications plan, and assist in maintaining the organization’s image, identity, and communication style across all creative platforms.

Website Administration – 25%

- Day to day management of website, including:
 - Coordinating and executing report releases
 - Creating new web pages and landing pages
 - Updating or removing content
 - Troubleshooting issues and liaising with inhouse developer to address bugs when necessary

Knowledge Management – 5%

- Create and share internal forms and documentation outlining communications guidelines, “how-to” resources, and opportunities to submit information or lessons learned from the field

Qualifications:

- Passion for EdReports’ mission and vision;
- 3-5 years of work experience as a web content writer, copywriter, or similar role with an emphasis on multi-channel strategy;
- Portfolio of published articles;
- High level of comfort interviewing subject matter experts;
- Experience doing research using multiple sources;
- Familiarity with email communications strategies;
- Excellent writing and editing skills in English;
- Hands-on experience with content management systems (i.e. WordPress)
- Experience in SEO, including keyword research, ranking factors, analysis, backlinks, etc., preferred;
- Knowledge of basic HTML and advanced WYSIWYG use;
- Ability to work independently and collaboratively;
- Track record of delivering quality work on time;
- Experience in K-12 education, preferred;
- Fluent in Microsoft Office suite (Excel, PowerPoint, etc.), required;
- College degree preferred (ideally in Marketing, English, Journalism or related fields), but not required

Core Competencies

ACCOUNTABILITY	
Framing/planning the work	Usually sets clear, realistic objectives and goals for self; Keeps track of work status; and Identifies and sets contingencies for possible roadblocks
Timeliness	Usually meets deadlines or delivers early; Assesses if a roadblock will delay deadline and communicates any changes as needed; and

	Proactively communicates.
Quality of work products	Work products (e.g. reports, documents, files, etc.) are generally complete and accurate.
ADAPTABILITY	
Ability to adjust	Demonstrates ability to adapt to changing circumstances; and Understands that the job sometimes encompasses a broader range of activities than the formal job description.
Openness	Able to thoughtfully consider new ideas and different perspectives.
COLLABORATION	
Team-orientation	Focuses on accomplishing organizational goals rather than a personal agenda; and Willing to take on additional tasks as needed to achieve shared objective.
Collaboration	Actively participates as a team member and shows willingness to contribute and be open to feedback; and Is sought out by others as a collaborator on projects.
COMMUNICATION	
Written/Verbal communication	Communicates messages concisely; Consistently adjusts style and tone to suit the target audience; and Participates comfortably in small group meetings, contributing where appropriate.
Inquiry and listening	Fully engages in both in-person and virtual settings; Uses open-ended questions to clarify understanding and gain information; and Requests feedback and encourages others to share their point of view.
CULTURAL SENSITIVITY	
Valuing diversity	Demonstrates understanding that differences among team members contribute value to the environment; Proactively considers ways to increase diverse viewpoints and representation across our work; and Identifies ways to increase diversity and inclusion.
Advancing diversity and inclusion	Demonstrates awareness and understanding of own biases; Offers observations about cultural proficiency within the organization; and Proactively seeks out diverse perspectives and relationships to advance the mission.
GROWTH MINDSET	
Learning orientation	Takes initiative to expand knowledge and skills for self and colleagues; Often thinks about ways to perform duties more effectively; and Regularly reflects on challenging situations as

	opportunities to identify learning opportunities.
Seeking, providing, and using feedback	Regularly seeks feedback and coaching to succeed in doing more complex work; Uses new information and experiences to identify opportunities to adjust work/and or professional style; and Provides feedback to colleagues.

Leadership Competencies

DECISION-MAKING	
Gathering and Interpreting Data	Regularly identifies critical internal or external data needed to inform decision-making; and Derives insights from data and makes suggestions based on findings.
DEVELOPS AND MOTIVATES OTHERS	
Conflict resolution	Identifies tensions or conflicts within teams; Addresses team challenges when they arise; and Takes ownership of impact of own behaviors on self and others and adjusts accordingly.
INITIATIVE AND RESULTS-DRIVEN	
Executing to achieve results	Delivers quality results; Drives swift action in response to changes in the internal environment: Proactively adjusts approach to maintain and advance delivery of quality results; and Sets an example of being dependable and results-driven.
ORGANIZATION AND SYSTEMS KNOWLEDGE	
Understanding the context	Has nuanced understanding of organization's history and needs of the community served, and seeks out opportunities to deepen or expand that knowledge.

Physical Requirements

Including, but not limited to standing and sitting for long periods of time; speaking loudly and clearly; seeing and hearing things both near and far away; and reaching, stooping, kneeling, and fine-finger and hand manipulation in use of a computer, chalkboard, dry erase board, or projector. Employee is required to have close visual acuity to perform an activity such as preparing and analyzing data and figures, transcribing, viewing a computer terminal, and extensive reading.