



Content Writer (Blog & Social Media)

Start Date

Part Time Position (15-20 hours a week)

Start Date:

This is an unpaid position

Why this position matters:

We need to increase our content creation volume and our brand awareness with selected audiences

What this role is all about:

Content writer plays a key role in telling our story to the world. We need a person who can read several updates generated by orphanages and partners and turn them into great blog posts, social media posts, newsletters, and email marketing campaigns.

In short you will be responsible for:

RESPONSIBILITIES

- Read and categorize our updates (orphanages, programs, trips, partners)
 - Select best stories to share with the audience
 - Connect with other departments to gain context about the stories
 - Organize the stories by priority, region, tags, etc.
- Write blog posts, using SEO best practices
 - Research relevant keywords for our content
 - Know our own updates to use them as sources
 - Use external sources to enrich stories and create backlinks if possible
 - Select imagery that helps tell the story and tag them
- Write social media posts and captions
 - Use social media channels to promote our work (Instagram, Facebook, LinkedIn)
 - Research best hashtags to amplify our reach
 - Brief the design team as needed for graphic content

- Write monthly newsletters
- Create reports about the content published

Required Skills:

- Great writing skills focusing on SEO
- Great organizational skills to categorize content
- Communication skills to interact with other departments
- Familiarity with social media posting and scheduling content

A note from the Executive Director:

If you want to apply for this job, the following should be true of you:

- You need to take initiative and be willing to make mistakes. We've failed lots in the past and try to make new mistakes every day because we believe that is how you learn the quickest. You need to trust us to be cool and you need to be vulnerable.
- You aren't assumptive, you look for clarity and don't mind looking ignorant because you care more about being valuable than looking smart. You will understand why you are doing what is asked of you because you know we expect you to use your brain and make judgment calls regularly.
- You are crazy-organized and productive. Maybe you've read Getting Things Done by David Allen and you've made it your own (that would probably make you a shoe-in candidate).
- You should know yourself pretty well - knowing your strengths and weaknesses (bonus points if you include your top 5 strengths from Gallup's Strengthsfinder assessment in your cover letter).
- You should be confident and friendly, not intimidated by others. You should be direct and to the point and not worry about hurting our feelings (but don't be mean).
- You need to be task oriented and love knocking things off your checklist. This is a big one.
- You should be able to read this list of tasks and competencies and figure out how to present yourself in a personal letter to us explaining why you would likely be a great fit (even though you may be missing one of the attributes we are looking for). You would be able to know what would count as evidence that you are smart and capable enough to roll with us. If you just send a resume and not a cover letter you won't hear back from us because you aren't a careful enough reader to get the job (though you read this far, so you obviously will include it).



About Us:

A Child's Hope Foundation (ACHF) is a 501(c)3 public charity that's mission is "Lifting Orphans from Surviving to Thriving." Please check us out at www.achf.org and look for us on FB and Instagram.

To apply, email your cover letter and resume to info@achf.org.