

**Job Title:** Director of Content Marketing  
**Supervisor:** Chief Marketing Officer  
**Type:** Full Time, Exempt  
**Location:** Remote / Tri-state – some travel to our CT/NY office locations may occasionally be necessary  
**Date:** 5/7/2021

### **Overview:**

Foundation Source is seeking an experienced writer, editor, and content specialist to develop content marketing programs from ideation to launch that help position us as the leader in private foundation management solutions and help us educate and connect with the HNW and philanthropic markets, as well as the professionals they rely on for guidance and advice, including wealth managers, legal and accounting professionals, and consultants.

### **Key Responsibilities:**

As our head of content marketing, your work will touch all areas of the marketing department and will play a central role in how we are perceived in the marketplace. You will help us make our solutions accessible to laypeople, tell stories that resonate with specific industries and personas, launch new service and technology offerings, and build on our leadership position. On a day-to-day basis, your responsibilities will entail:

- Conceiving, researching, and writing content in a variety of formats, including:
  - Email marketing campaigns
  - White papers/reports
  - Presentations
  - Product materials
  - Infographics
  - Customer success stories and case studies
  - Blog & social media posts
  - Web content
- Facilitating stakeholder feedback and managing version control for whitepapers, reports, blogs, infographics, case studies, etc.
- Working with CMO, CRO and SMEs to develop new ideas, themes, and content for owned, earned, and paid campaigns
- Partnering with our PR consultant/agency to identify earned media opportunities and build out content for placement
- Establishing KPIs and analyzing metrics to identify new story angles and optimize content performance
- Working closely with our digital marketing, sales, and product teams to ensure that our messaging aligns with goals and client-facing teams have the tools they need to achieve their growth and client acquisition objectives
- Working with SMEs – including philanthropic advisors, tax, and legal professionals – to develop content specifically for end-consumer and influencer audiences
- Ensuring that our social media footprint reflects our company mission, goals, and culture, while also being an outlet for thought leadership and technical content
- Managing content production workflow and editorial calendar, ensuring on-time editorial projects
- Owning and managing our internal content repository, keeping items organized and tagged efficiently and making recommendations to improve processes and tools for archiving and maintenance



- Managing content development projects with third-party vendors, as needed
- Repurposing our extensive content library in new and exciting ways to sustain high engagement levels, interfacing with in-house SMEs on updates and pitch angles
- Acting as an internal evangelist, helping to raise awareness of our social and earned media programs so our colleagues are well-versed in our messaging, solutions, and marketplace position
- Pitching in to support product marketing, client services and the executive team, as needed, to ensure that our narrative and messaging across disciplines is consistent and iterative

### **Experience, Education & Skills:**

- Bachelor's degree in marketing, communications, journalism, or relevant field preferred
- 8-10 years of professional experience, ideally in the nonprofit or financial services sectors or media
- 4-6 years of hands-on content, PR and/or social media strategy experience
- Understanding of B2C, B2B and B2B2C dynamics and the content requirements to support multiple audiences
- Experience writing about technology or SaaS a bonus
- Must have experience creating, owning, and measuring content strategy, especially for a growth business
- Strong organizational skills with ability to handle multiple tasks and meet deadlines
- Excellent oral and written communication skills, along with passion for storytelling and accuracy
- Great instincts around editing and proofing
- Ability to work under pressure and adapt to changes with minimal supervision
- Clear understanding of the central role content plays in marketing and a working style that supports collaboration and iteration to achieve best outcomes
- Demonstrated ability to research and master new topics and trends that will allow us to form early opinions and approach topics from multiple vantage points
- A portfolio of work demonstrating skill across a variety of content types and formats

### **How to Apply**

- Please send your resume, including cover letter, to [careers@foundationsource.com](mailto:careers@foundationsource.com) and put Director of Content Marketing in the subject line.

### **About Foundation Source**

Foundation Source is the nation's largest provider of management solutions for private foundations. We empower people and companies to create a better world with their philanthropy through a configurable suite of administrative, compliance, and advisory services complemented by purpose-built foundation management technology and private foundation experts.

We work in concert with financial advisors, legal and accounting professionals, consultants, and family offices, as well as directly with individuals, families, and corporations to bring philanthropic visions to life. As we celebrate our 20<sup>th</sup> year of service, Foundation Source supports nearly 2,000 family, corporate, and professionally staffed foundations of all sizes and has enabled more than \$7 billion in charitable grants.

**Physical Demands and Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

**Note:**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.