

Master Writer and Content Creator Job Description

Description

The Davis Phinney Foundation for Parkinson's is a dynamic, national nonprofit organization located in Louisville, Colorado. Our mission is to help people with Parkinson's live well today, and we inform and inspire thousands of people living with Parkinson's around the world each year through our programs. In addition to this mission, our core values to live well, inspire action and connect the community inform everything we do.

Location: 357 South McCaslin Blvd. Suite 105, Louisville, CO 80027

Hours of Work: Regular full-time, scheduled to work 32- 40 hours per week on site

Reports to: Director of Education

About the Position

Essential Functions of Role

The Master Writer and Content Creator will play an integral part in executing the Foundation's educational content, writing blog posts, editing articles, creating multimedia content, sourcing and working with content contributors and staying current on external coverage of Parkinson's and living well.

Specific Responsibilities

- Writing & Content Creation:
 - Develop a deep understanding of Parkinson's, with a specific focus on how current trends are applicable to the Foundation's educational content strategy
 - Strategically plan future objectives for the Foundation's educational content and creative ways for our community to consume information (video, podcast, webinar, etc.)
 - Write engaging copy for the Davis Phinney Foundation blog and other content platforms as well as occasionally provide content for email, social media, website and print
 - Conceive of and implement new ideas related to the design, structure, format and delivery of program content in alignment with Foundation and use goals
 - Provide impeccable copyediting for all content to ensure best-in-class material
 - Develop or curate educational content based on Davis Phinney Foundation programs (The Victory Summit®, *Every Victory Counts*® manual), industry updates and community interests
 - Nurture relationships with Davis Phinney Foundation Ambassadors in order to mine the group for ideas and collaborate with them
 - Provide project management with outside contributors to our *Every Victory Counts* manual ensuring content is produced on time and ready to be published
 - Ensure Davis Phinney Foundation brand voice is present and consistent throughout all content
 - Work closely with the Digital Marketing Manager to ensure content is SEO friendly and supports digital reach goals (web traffic, social media, etc.)
- External Content Research & Reporting
 - Closely follow media trends in coverage of Parkinson's, other Parkinson's organizations and other topics aligned with our mission
 - Stay in the loop about coverage of the Phinney family and other important Davis Phinney Foundation stakeholders
 - Communicate about the Foundation's programs in writing to potential sponsors and key stakeholders
 - Provide regular reports to the Director of Education and Executive Director (when appropriate) and collaborate with our Public Relations Coordinator on communication ideas and strategies

- Create and manage the Foundation's content budget

General Responsibilities

- Support and build the Foundation's reputation as a leading resource for living well tools
- Clearly communicate the importance and usability of the Foundation's programs
- Assist in other activities on the behalf of the Foundation

Qualifications

Our ideal candidate will be a proactive, self-directed, highly organized and prolific writing professional who possesses the following:

- Bachelor's degree (Master's degree in writing, journalism or related field preferred)
- Minimum of 3-5 years' experience working in multimedia content production
- A love of writing, language and teaching
- Exceptional verbal and written communication skills
- Ability to teach online and in-person
- Proficiency with Microsoft Suite of tools
- Experience with podcast creation, Facebook Live and video editing preferred
- Experience with WordPress preferred

Physical Requirements

Our ideal candidate in this job must be able to:

- Remain in a stationary position for 75% of the time
- Available to travel one to two times per year for events and work the occasional evening and weekend
- Occasionally move about inside the office to access file cabinets, office equipment, etc.
- Constantly operate a computer and other office machinery
- Occasionally raise objects (equipment and boxes) weighing up to 35 lbs. from a lower to higher position or horizontally (lifting)
- Occasionally use upper extremities to exert force in order to draw, haul or tug objects (pulling) in a sustained motion
- Occasionally needs to push against something with steady force in order to move something

Nothing in this position description restricts the Foundation's right to assign or reassign duties and responsibilities to this job at any time. The position description is subject to change at any time.

Salary

Salary range is between \$42,000 - \$48,000, commensurate with background and experience, plus paid vacation, sick time and health insurance benefits.

The Davis Phinney Foundation is an equal opportunity employer and seeks a diverse applicant pool.

To Apply

Please submit your resume and cover letter to jobs@davisphinneyfoundation.org with your full name and “Master Writer” in the subject line. Applications without a cover letter will not be considered. In your cover letter, please share why you are interested in this specific role at the Davis Phinney Foundation, what makes you the ideal candidate for the position and the most interesting writing project you have completed in the past three months.

The application process for this position is as follows:

1. Submit initial application with your resume and a cover letter that answers the above questions.
2. If your work experience, skills and writing align with our needs, you will be invited for a phone interview.
3. If we both want to move forward, you will be invited for an in-person interview that will also involve an in-person writing assignment.
4. Final candidates will be invited to meet Davis Phinney Foundation staff members and will complete a final writing assignment.