



Position	Digital Content Specialist	Classification	Non-Exempt
Reports To	Director of Communications		
Department	Communications	Salary Range	\$55,000-\$60,000

ABOUT MIRIAM'S KITCHEN

Founded in 1983 as a soup kitchen, Miriam's Kitchen has evolved over the years to provide more than meals. Today, Miriam's Kitchen is a leader in the fight to end veteran and chronic homelessness in DC.

Our vision is to:

- Impact Individuals: Help individuals obtain housing as well as the support, resources, and health connections needed to thrive in housing
- Impact Systems: End chronic homelessness city-wide through increasing housing resources; improving systems through policy change; and addressing root causes of homelessness.
- Impact Culture: Ending chronic homelessness requires a shift in our collective culture. We will work to change the way we think about, talk about, and respond to homelessness, and mobilize others to do the same.

ABOUT THE POSITION

Miriam's Kitchen seeks an analytical content specialist with a passion for using data to develop successful digital engagement strategy. This position is likely ideal for mid-level professional looking to expand their duties and grow their portfolio.

The Specialist will work closely with the Director, in addition to other department leads, to develop and manage comprehensive organizational content strategy on an ongoing basis. The Specialist will work independently to measure the success of MK's external relations activities while leveraging data to expand MK's external profile. This role will be highly collaborative, and will require the candidate to be highly organized, detail-oriented, and deadline driven.

As we seek to build a larger, dedicated communications department, reporting structures and responsibilities may change.

If you are looking for an opportunity to join a growing team, please review the qualifications, and application instructions below.

BASIC QUALIFICATIONS

- Excellent verbal, writing, and editing skills with substantial knowledge of AP Style
- Bachelor's degree in marketing, communications or related field with a minimum of 3-5 years of related work experience -- **or** -- a minimum of 7 years of experience in communications, marketing, public relations, or related field

PREFERRED QUALIFICATIONS

Knowledge, Skills and Abilities

- Excellent verbal, writing, and copy editing skills with extensive knowledge of AP Style
- An ability to translate complex ideas into accessible stories and data for broader audiences
- Basic knowledge of HTML, CSS, and SEO that will be used to work alongside web developer in creating and managing web solutions
- Extensive experience working within various content management systems (CMS) [We currently use WordPress.]
- Extensive experience working within various customer relationship management (CRM) systems [We currently use Salesforce.]
- Extensive experience using various email marketing platforms (e.g. Constant Contact, MailChimp, and Campaign Monitor) to create engaging digital email content used for general e-newsletters and donor appeals
- Ability to create comprehensive metrics reports based on both content and programmatic data across the organization
- Comfort working with a diverse population, including staff, stakeholders and guests with a variety of backgrounds and lived experiences
- Exceptional project management skills with an ability to carefully prioritize work according to both organizational, and departmental deadlines
- Strong conflict resolution skills
- Extensive knowledge of Microsoft Office suite
- A passion for using content, data, and technology to support the movement to end chronic homelessness

DUTIES AND RESPONSIBILITIES

Content & Data Management

- Create and manage org-wide content calendar in partnership with the Senior Communications Associate
- Work across teams to develop and identify content and events for org-wide content calendar
- Work across departments to copy edit external documents to include e-newsletters, print materials, and other digital media content
- Develop and manage an efficient content management platform for organizational collateral, and internal documents, that is based on prior assessment

Content Strategy Development:

- Develop targeted e-mail campaigns to retain and grow advocate and donor databases
- Develop and track both departmental and organizational engagement metrics including KPIs, ROI, etc.
- In partnership with the development team, use engagement data to develop donor segmentation strategy

Website Management / Website Development:

- Manage and perform general content updates to Miriam's Kitchen website
- Work alongside our IT team to assess and find solutions for website-based issues

VALUES & BENEFITS

OUR VALUES

Miriam's Kitchen values diversity in thought and experience and is committed to assembling a diverse workplace. People of color, people with lived experience in the issues MK works on, veterans, and LGBTQIA persons are strongly encouraged to apply.

BENEFITS

Miriam's Kitchen is proud to offer comprehensive benefits that support the continued health and wellbeing of our team including: 100% employer-paid medical, dental, and vision insurance; generous medical coverage for dependents; 100% employer-paid short term disability, long term disability, and life insurance; employer retirement contributions; and annual professional development funds for all full-time team members.

To Apply:

Please submit your resume, cover letter, and writing samples to jobs@miriamskitchen.org with "Digital Content Specialist" as the subject.