

Supermajority Education Fund Seeks Content Strategist

Position: Content Strategist
Location: New York, NY
Status: Full Time, Exempt
Reports to: Digital Director

Position Summary

Women are on the cusp of becoming the most powerful force in America. But to fundamentally transform this country, we need to work together. That's where Supermajority comes in.

A talented and diverse team of women in New York, Washington, D.C., and communities across America are building an inclusive, national membership of women who are connected, empowered, and taking action, from increasing their level of civic engagement and advocacy to voting in record numbers. If we can build women's collective power in this moment, we believe we can lift up an agenda that addresses our needs and hold candidates and elected officials accountable.

Supermajority is seeking a content strategist to help drive our member-focused digital communications, with a particular eye toward shaping and executing a content-driven email newsletter program and launching an SMS program. This will be our major line of communication with our membership, and we want to use it to drive meaningful action, provide trusted information, and facilitate community, well as lift up the stories of the millions of women across the United States who are speaking out, organizing, and coming together like never before to change the direction of America.

The content strategist will need a keen eye for storytelling, fluency in politics and current events, and an appreciation for the many extraordinary people and groups working to energize and engage women from all walks of life. They should have a testing mindset and be eager to experiment to see what members of our community connect with. And they should be able to rise to the occasion in moments of rapid response without getting bogged down in the latest tweets and headlines.

A successful content strategist will be scrappy, creative, communicative, and bold—always pushing themselves and the organization to rewrite the rules and let go of how things have always been done in politics and the women's space.

Essential Responsibilities and Tasks

- Plan and execute Supermajority's email newsletter and SMS program
- Write all first drafts and guide copy through editing, approvals, and mass-mailing
- Ability to write in the organization's voice as well as our principals'
- Work with designers to ensure visual storytelling complements our written communications
- Work closely with communications and organizing team to identify stories and messages from across the organization

Required Education, Experience, Knowledge, Skills and Ability

- Excellent writing and editing skills
- Strong interpersonal skills
- Comfort with basic HTML and experience navigating a CRM and CMS
- Campaign or political experience or media experience
- Ability to take a data-oriented approach to communications planning
- Commitment to the values of Supermajority, most critically working with a multicultural workforce, with sensitivity and appreciation for cultural differences

Valued and Non-Essential Education, Experience, Knowledge, Skills and Ability

- Basic design or video skills

Compensation & Benefits

- The annual salary starts at \$85,000 and is commensurate with experience.
- Generous benefits package including medical, dental, vision, 401k match and FSA.

How to Apply

Please submit a resume and cover letter to Lizzy Chan at jobs@supermajority.com; the subject line should read: Content Strategist.

New Venture Fund Careers

Supermajority Education Fund is a project of the New Venture Fund, a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. The New Venture Fund is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. The New Venture Fund's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.

Super Majority Education Fund collaborates and shares resources with Sixteen Thirty Fund's Supermajority project.