Digital Content Coordinator

Position Summary
The Digital Content Coordinator is responsible for writing content to support all program initiatives for a nonprofit organization leading a global conversation on concussions and CTE in sports and the military. The ideal candidate will be a strong writer with a versatile multimedia skillset. S/he will focus specifically on creating engaging content for the Foundation’s email newsletter campaigns and social media platforms.

Company: Concussion Legacy Foundation

Reporting to: Program Marketing Manager & Communications Manager

Location: Remote

Status: Salaried employee

Responsibilities
- Manage content calendar, write and create content for email newsletter sent to the full CLF constituency.
- Manage email newsletter campaigns for targeted lists including Post-Concussion Syndrome (PCS) and Chronic Traumatic Encephalopathy (CTE) Resources subscribers, research registry members, specific program participants and event registrants.
- Measure and report email newsletter campaign results.
- Support CLF social media content team with copywriting, strategy and engagement.
- Help write personal story profiles of brain donors and people who have experienced brain trauma.
- Help write and edit website content for ConcussionFoundation.org.
- Support audience/constituent engagement strategies across all digital platforms.
- Write and edit multi-platform content to support CLF programs including Flag Football Under 14, Team Up Speak Up, Media Project, Project Enlist, My Legacy, and the CLF HelpLine.

Professional Qualifications
- Bachelor’s degree required.
- Two to five years of full-time experience in digital, email or social media content marketing, journalistic writing, or a related field.
- Sports or political background or blogging experience a plus.
- Excellent written and verbal communication skills.
- Experience managing a content calendar.
- Graphic design or video editing skills a plus.
- Experience with coding, website management or website analytics a plus.
- Experience with email communications platforms (e.g. Constant Contact, MailChimp) a plus.
- Ability to stay organized while multi-tasking in a fast-paced environment.
- Exceptional attention to detail and focus on quality.
- Eagerness to work with a passionate, mission-focused team.
• Ability to demonstrate how digital campaigns deliver impact to broader development and marketing objectives.
• Knowledge and ongoing curiosity of digital communications and social media technologies, platforms, and services.
• Team player with a genuine interest in making sports safer.

To apply, please submit cover letter, resume and three relevant work samples to operations@concussionfoundation.org.

About the Concussion Legacy Foundation
The Concussion Legacy Foundation is a 501(c)(3) non-profit organization located in Boston, MA. It was founded by Robert Cantu, MD, and Chris Nowinski, PhD to support athletes, Veterans, and all affected by concussions and CTE; achieve smarter sports and safer athletes through education and innovation; and to End CTE through prevention and research. The Concussion Legacy Foundation’s work has been featured by the New York Times, Rolling Stone, TIME, Sports Illustrated, ESPN, BBC, PBS, HBO Real Sports and many other news and media outlets. For more information, please visit ConcussionFoundation.org.

At the Concussion Legacy Foundation, we are proud to be an equal opportunity employer. All applicants will be considered for employment based on qualifications, merit and organizational need and without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. CLF is committed to providing employees with a work environment free of discrimination and harassment.