



## CONTENT MANAGER

### THE FOUNDATION

The Miami Foundation is building the home base for generosity and community impact in Greater Miami. Since 1967, The Foundation has invested over \$900M to strengthen our community in partnership with more than 1,000 partners and over 60,000 donors. By accelerating leadership, generosity, and a sense of belonging across Miami, we inspire people to become changemakers, and we create ways for donors, nonprofits, leaders, and locals to work together on solutions for our community. At The Miami Foundation, everyone has a role they can play in creating a thriving Greater Miami.

### POSITION DESCRIPTION

The Miami Foundation's Content Manager serves as a strategic lead for the organization's written content and storytelling efforts. They work closely with all teams across the organization to effectively tell The Miami Foundation's story. They are responsible for developing, managing, and executing integrated content strategies that advance The Foundation's goals, elevate its voice, and move initiatives from concept to completion.

The Content Manager is a strong strategic thinker and skilled writer who can synthesize complex ideas, research, and impact into clear, compelling narratives that are accessible to diverse audiences. Rather than focusing solely on content production, this role owns the **full content lifecycle**—from defining strategy and messaging to coordinating execution, ensuring alignment, and delivering high-quality outputs on deadlines.

The Content Manager is a creative and meticulous writer who has experience and expertise in brand-centered storytelling, thought leadership, web writing, and SEO best practices. They create various types of content that effectively engage The Foundation's target audiences and strengthen its brand – including speeches, blog posts, web copy, editorials, press releases, impact stories, knowledge-based content, video scripts, and thought leadership articles, among others.

The Content Manager is an exceptional listener, creative, strategic, detail-oriented, and able to meet deadlines. They know how to identify and write in the voice of The Miami Foundation and are skilled at brand-building through writing.

This individual brings a strong understanding of Miami's civic, nonprofit, and media landscape and is adept at identifying opportunities to position The Miami Foundation as a trusted thought leader locally and nationally.

Department	Strategic Communications
FLSA Status	Exempt
Pay Range	\$72,000-90,000, commensurate with experience and qualifications
Reports to	Vice President of Strategic Communications

## DUTIES AND RESPONSIBILITIES

- Manage the strategic planning and creation of The Miami Foundation's monthly newsletter.
- Develop and execute an email strategy for the Foundation that allows for segmentation and deeper audience engagement.
- Understand The Foundation's annual goals and calendar of events to craft a content strategy that outlines the content needed to strengthen the organization's brand and support the work and projects planned throughout the year.
- Translate organizational priorities into clear messaging frameworks and content plans that guide execution across platforms.
- Lead major storytelling initiatives (e.g., Give Miami Day), from strategic concept through delivery and evaluation.
- Serve as a thought partner to leadership and program teams, helping shape narratives around complex or evolving work.
- Produce high-quality written content across multiple formats, including thought leadership pieces, editorials, impact stories, web copy, speeches, scripts, and press materials.
- Synthesize research, data, and academic or technical information into concise, audience-friendly content.
- Conduct interviews with funders, partners, nonprofit leaders, and staff to capture insights and impact stories.
- Collaborate with the Director of Knowledge Leadership to translate research and learning into accessible, engaging content.
- Draft opinion pieces, press releases, talking points, and background materials to support earned media efforts.
- Contribute to media strategy through an understanding of Miami's media ecosystem and opportunities for visibility.
- Support leadership and board members with messaging and speechwriting for public engagements.
- Partner closely with the Marketing Director to align written content with campaigns, visual storytelling, and video projects.
- Work cross-functionally to ensure content is accurate, timely, and designed to maximize engagement and impact.
- Manage workflows, timelines, and approvals to ensure content strategies move efficiently from idea to launch.
- Ensure consistency of voice, tone, and messaging across all written materials.
- Edit and proofread content produced by other teams to strengthen clarity, grammar, and alignment with brand standards.
- Incorporate SEO best practices and accessibility considerations into content planning and review.
- Build content and storytelling capacity across the organization by providing guidance, tools, and feedback to staff.
- Establish best practices, templates, and standards that improve content quality and efficiency over time.

## POSITION REQUIREMENTS

### Experience, Abilities & Skills

#### *Experience*

- 7+ years of marketing or content development experience, with a wide range of writing experience.
- Bachelor's degree or equivalent work-related experience required.
- Writing
  - Stories in a variety of storytelling structures.
  - Speeches for organizational leaders, with an adept ability to adapt the writing to the speaker's voice.
  - Academic articles that share knowledge and insights with an audience.
- Crafting brand stories for an organization.
- Pitching to media, including editorials, press releases, and talking points for interviews.
- Designing the content for websites and individual webpages.
- Using SEO best practices when writing content to optimize how readily The Foundation's content is found.
- Copyediting content for optimization.
- Managing external vendors and junior staff members excel in their roles.

#### *Abilities*

- **Passion for Miami** – a love for greater Miami and a desire to see all its community members thrive.
- **Excellent Writer** – Ability to create compelling content in a wide variety of formats that:
  - meets the needs of each audience.
  - Centers and elevates the brand voice of the organization.
  - Simplifies complex concepts or work.
- **Strong Storyteller** – Can effectively bring an event or achievement to life through storytelling so that those not present can visualize and feel the moment through the writer's words.
- **Proactive** – Does not wait to receive an assignment but instead looks to identify opportunities and produce content that will enable The Miami Foundation to make progress toward its goals.
- **Strategic** – Ability to research and understand the evolving needs and goals of the organization to develop a strategic plan that will produce content that will effectively support and accelerate those goals.
- **Meticulous** – Pays close attention to detail, ensuring that all storylines, names, and data points are factually correct in any piece of writing.
- **Constant Learner** – Ability to become an expert in The Miami Foundation's brand voice, strategic decisions, and initiatives to develop a deeper understanding of the organization through their writing. Open to new ideas and able to incorporate constructive feedback.

### ***Skills***

- **Copyediting** – review writing and identify how to optimize the content, as well as correct grammatical and spelling errors.
- **Organization** - prioritize multiple assignments seamlessly and effectively meet deadlines.
- **Interpersonal** – curious and active listener who seeks to learn from and build relationships with various stakeholders – staff, board members, external partners, donors, etc. – to develop the most compelling content possible.

*This list of essential functions is not intended to be exhaustive. The Miami Foundation reserves the right to revise this job description as needed to comply with actual job requirements.*

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### **APPLICANTS**

We offer a comprehensive and generous benefits package which includes medical, dental, and vision insurance, a 403(b)-retirement plan, flex spending and dependent care accounts, professional development stipend, paid time off, cell phone stipend, gym reimbursement and the opportunity to establish a Staff Donor-Advised Fund (DAF), with a modest match from the Foundation.

**When applying, please submit your resume, cover letter, and three writing samples [here](#).**

Please reach out [talent@miamifoundation.org](mailto:talent@miamifoundation.org) if you need any accommodation in applying.

The Miami Foundation is committed to equal opportunity for all, without regard to race, religion, color, national origin, citizenship, sex, age, veteran status, disability, genetic information, or any other protected characteristic. The Miami Foundation will make reasonable accommodations for known physical or mental limitations of otherwise qualified employees and applicants with disabilities unless the accommodation would impose an undue hardship on the operation of our business.