

## Digital Content Manager

### Job Summary:

The Digital Content Manager is responsible for production and management of content for digital learning platforms, particularly via the organization's website, [eisenhowerfoundation.net](http://eisenhowerfoundation.net). Working in tandem with the organization's comprehensive communications strategy, the Digital Content Manager will be a vital team member in the growth of the Eisenhower Foundation's national reach and exposure by creating compelling public-facing content and providing digital services within the organization. The incumbent will work in collaboration across departments to implement digital strategies that augment the quality and dissemination of IKEducation curriculum, promote awareness and generate participation in Ike's Soldiers, and stimulate the recruitment and retention of donors. The incumbent is expected to embrace the Eisenhower Foundation's stated mission and core values and demonstrate support for them through professional interactions and performance of job duties.

### Responsibilities:

- Work across all departments to improve and implement digital content strategy within the Eisenhower Foundation's comprehensive communications strategy.
- Manage, administer and evaluate the website including: Create engaging, timely and easily accessible content for teacher and donor audiences. Manage website content for Ike's Soldiers World War II Honor Roll database and the Eisenhower Memorial's digital resources. Collaborate with IKEducation to administer the online education curriculum. Coordinate assignments for any external contractors. Manage integration between website and 3rd party services and microsites. Mentor staff members on the use of website and associated services. Assess and improve search engine optimization (SEO.)
- Manage organization's Constant Contact email marketing program through content creation, distribution and analyzation.
- Manage and administer social media platforms including Facebook, seeding content as needed. Track key metrics and performance of content and learner engagements across social media platforms then assess areas for growth and new audience outreach.
- Collaborate, as appropriate, with Eisenhower Library & Museum and Eisenhower legacy organization colleagues.
- Perform other duties as assigned.

### Education/Experience:

- Bachelor's degree in the liberal arts, education, technology, communications, marketing, journalism or similar field preferred.
- Minimum two years of professional-level experience, ideally at a museum, cultural institution, non-profit, academic institution or similar organization in communications, journalism or educational capacity.
- Strong writing, editing, research and analytical skills.

- High level of technology proficiency; Drupal, Microsoft Office, Apple iWork and Adobe Creative Suite experience is an asset. Familiar with Google Analytics, YouTube, HTML.
- Detail-oriented and willingness to learn and adapt with technology.
- Creative problem-solving skills; critical and creative thinker.
- Proven ability to deliver consistently high-quality work under tight deadlines.
- Interest or experience in photography and/or video production.
- Able to creatively develop methods and processes for improving content accessibility and improving user experience.
- Exceptional organizational skills; ability to set priorities and adapt as these priorities shift, handle multiple assignments and deadlines.
- Display excellent judgment, while operating in a flexible and professional manner.

This is a two-year full-time, exempt position. Sustainability of position beyond two years is dependent upon the candidate's ability to generate donations equivalent to their salary. Work days and hours are Monday through Friday, 8:30 am to 5 pm; evening and weekend work may be required as job duties demand.

**Salary and benefits:** Salary will reflect experience. Health Reimbursement Arrangement valued at \$5,150 annually. Two weeks paid vacation during first year. Eligible for Simple IRA matching plan after one year of employment.

Submit cover letter, resume and references to Meredith Sleichter, Executive Director, at [msleichter@eisenhowerfoundation.net](mailto:msleichter@eisenhowerfoundation.net) or P.O. Box 295, Abilene, Kansas, 67410 by April 15.

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