



## **CONTENT AND WEBSITE MANAGER JOB DESCRIPTION**

**JOB TITLE: Content and Website Manager**

**LOCATION: Friends of Acadia Office (Bar Harbor) + Remote**  
(Hybrid Work Environment)

**REPORTING TO: Communications Director**

**JOB SUMMARY:** The Friends of Acadia Content and Website Manager plays an important role in effectively communicating and engaging others in Friends of Acadia's mission. The Content Manager will help plan, write, and edit a range of communications tactics, including *Acadia* magazine, the organization's website, and fundraising and membership materials. This person will also provide website management and reporting, and lead or participate in communications projects as needed. This is the ideal position for someone who has a love of writing and a strong writing portfolio, as well as a broad range of communications skills and interests, and a passion for Acadia National Park and the Friends of Acadia mission.

### **RESPONSIBILITIES:**

- **CONTENT DEVELOPMENT (35-40%):**
  - Plan, write, and edit news articles, feature stories, and project updates for *Acadia* magazine, and the Friends of Acadia website. Includes story ideation and editorial planning.
  - Write, edit, and assist in the development of fundraising and membership materials, program and event materials, as well as E-News and social media campaigns as back-up/or as needed.
  - Assist in drafting press releases and media advisories, as well as building press lists, and monitoring and tracking Friends of Acadia news.
  
- **WEBSITE MANAGEMENT: (40%):**
  - Day-to-day management of the Friends of Acadia website, including ensuring that content is kept up-to-date and delivers timely and quality information to support Friends of Acadia's mission, program goals, and membership and fundraising campaigns.
  - Handle domain, hosting, and admin management of the site.
  - Work with an outside web vendor to ensure the website is updated and secure.
  - Manage brand and design consistency and build out attractive, user-friendly pages as needed.
  - Collaborate with the communications team to create and employ digital marketing strategies that drive traffic and engagement to the Friends of Acadia website.
  - Assist in enhancing and growing the organization's web presence through Search Engine Optimization (SEO).
  - Serve as the subject matter expert on best practices for the website's content management system and assist in coaching and training others in updating the website as needed.
  - Collect, analyze, and report on web performance, including web traffic, engagement, and onsite conversion.

- **PROJECTS, ADMIN, OTHER: (20-25%):**

- Support the creation and implementation of a strategic communications plan.
- Provide communications consulting and support to Friends of Acadia programs, development, and administration staff as needed to achieve overall communications objectives.
- Research and track conferences, events, and other opportunities for Friends of Acadia and partners to present to key audiences on climate change in Acadia.
- Support the Communications Director and other members of the communications team in a variety of communications planning and implementation efforts.
- Provide cross-training and back-up to the Digital Media Manager and the Communications Director in the development of various communications tactics and tools.
- Other duties as assigned.

**QUALIFICATIONS:**

- Bachelor's degree in communications, marketing, or a related field, and at least 5 years of successful experience in communications or marketing.
- Excellent writing, editing, and storytelling skills, including at least three years of previous writing experience.
- Experience managing websites and/or web development strategies.
- Demonstrated proficiency using WordPress or another website content management system.
- Knowledge of Search Engine Optimization (SEO) Best Practices.
- Experience with Google Analytics.
- Strong people skills and the ability to work in a team-oriented, collaborative environment.
- Demonstrated organizational skills and attention to detail.
- Ability to work in a deadline-driven environment and prioritize, while juggling multiple projects and deadlines.
- Must be self-motivated with a 'can-do' attitude.
- Must possess strong working knowledge and proficiency with the Microsoft Office Suite.
- Prefer knowledge and experience with basic graphic design. Knowledge of Adobe Photoshop, InDesign or another design program is a plus.
- Prefer social media and email marketing experience.

**APPLICATIONS:**

To apply, please send a cover letter, resume, and three writing samples to [commjobs@friendsofacadia.org](mailto:commjobs@friendsofacadia.org) by March 30, 2022.

**ABOUT FRIENDS OF ACADIA:**

Friends of Acadia is an independent nonprofit organization founded in 1986, with about 20 full-time staff and many seasonal employment opportunities. Friends of Acadia preserves, protects, and promotes stewardship of the outstanding natural beauty, ecological vitality, and distinctive cultural resources of Acadia National Park and surrounding communities for the inspiration and enjoyment of current and future generations.

Learn more at [friendsofacadia.org](http://friendsofacadia.org).