

Senior Manager of Content

New Venture Fund Project Name: Learning Heroes (US)

Position: Senior Manager of Content

Reports to: Vice President, Content and Partnerships

Location: Alexandria, Virginia

Status: Full-time, Exempt

Position Summary

Learning Heroes has an immediate opening for a Senior Manager of Content. Working under the direction of the Vice President, Content, the Senior Manager will be responsible for helping generate Learning Heroes' original and curated content across multiple direct-to-parent channels (e.g. web/digital, in-person, through schools/teachers/partner organizations). They will manage the editorial calendar and help ensure consistency of content and messaging across all Learning Heroes created and curated content based on research insights generated by Learning Heroes and/or its partners. They will ensure content is both timely, responsive, parent-friendly and of high quality. This position will also work closely with the Vice President to cultivate and expand partnerships with organizations that aid in the development, distribution, and communication of tools and resources to parents, particularly low-income parents and parents of color.

The successful candidate will have at least 8 years of experience related to content development in the field of family engagement, education, and/or social and emotional development. Experience working directly with parents and/or teachers at the national, state, and local levels and/or education is a plus. This position is full time and considered exempt for overtime purposes.

Essential Responsibilities and Tasks

- Writing and editing support of written collateral (resources, blogs, articles, PowerPoints, website) shared across a variety of channels as part of Learning Heroes' direct-to-parent campaigns and through partner organizations.
- Support seasonal campaigns across multiple content platforms.
- Regular review of our created and curated digital content for relevance, timeliness, parent-friendliness, and consistency with mission and brand. Removal of outdated content links and identification of new, high-quality content to support parents.
- Work closely with Communications Manager to support reviewing and editing social media kits, social editorial calendar, parent newsletters and webinar/partner communication.
- Utilize insights from Learning Heroes and other parent-focused research for relevance and application to our content and messaging.
- Research and recommend new resources for tools.
- Support for presentations and workshops at events and meetings as necessary.

Required Education, Experience, Knowledge, Skills and Ability

- Bachelor's degree, and at least 8 years of relevant work experience (family engagement and/or teaching/education).
- Strong interpersonal skills and ability to work well on a partially virtual team.
- Excellent writing and editing skills.
- Demonstrated experience developing education or family-focused work products (e.g. handouts, resources, blogs, articles, PowerPoints, website content, curriculum, etc.). Work samples will be requested as part of the interview process.
- A working understanding of paid, earned, and social media.
- Thorough knowledge of MS Word, PowerPoint, and Excel.
- Collaborative and solutions-focused.
- Ability to multitask and work under tight deadlines in a fast-paced environment.
- Demonstrated experience with the process of iteration, editing, and giving feedback.
- Extremely well organized, detail-oriented, and analytical.
- Proactive, strong problem-solving skills, and creative thinking skills.
- Flexibility and an openness to evolving responsibilities.
- Passion for mission and a strong desire to engage parents in improving outcomes for children.
- Ability to travel up to 15% of the time.

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

- Strong point of view on content that is based on knowledge and experience; and willingness to communicate ideas proactively.
- Eagerness to adapt to the latest technology, and curiosity/knowledge about new developments, tools and resources for parents, teachers and students.
- Commitment to helping all students graduate high school prepared for success in college and beyond, as well as demonstrated interest in Learning Heroes' mission of providing information, resources, and opportunities for parents to help their children succeed in school.
- Strong copy-editing skills. Detail oriented and organized.
- Possess an entrepreneurial spirit and sense of humor.
- Experience using Basecamp and/or other project management systems is a plus.

Compensation

The salary range for this position is \$70,000 - \$90,000, depending on experience.

Learning Heroes offers a competitive benefits package that includes 100% paid medical, vision, and dental insurance, a pre-funded HRA account, 401k plan, commuter benefits, life insurance, and a monthly fitness reimbursement. Learning Heroes is focused on employee wellness and provides in-office healthy snacks and beverages along with the option to telework one day per week (typically Fridays).

Location

This position will be based out of our Alexandria, VA office.

How to Apply

Email your resume and cover letter as PDF or Word attachments to: careers@learningheroes.org.

Please reference the exact title of the job you are applying for in the subject line. This announcement will remain posted until the position is filled.

We will request a relevant writing sample from the past six months as part of the interview process.

Please note that only those individuals whose qualifications match the current needs of this position will be considered applicants and will receive responses from Learning Heroes.

Thank you for your interest! No phone calls, please. Learning Heroes does not accept solicitations from job placement services.

About Learning Heroes

A project of the [New Venture Fund](#) and founded in 2014, [Learning Heroes](#) is a small shop that thinks big. We're a dynamic and flexible organization that has made huge strides in only a few short years.

Learning Heroes believes parents and guardians are key to unlocking school improvement for all students, especially those who have been historically underserved. Core to this is equipping parents with information and actions they can take to most effectively advocate on behalf of their children's success. Learning Heroes surfaces insights on parent mindsets about their children's education. With these insights, we create resources, tools, and parent communications for state education agencies, school districts, schools, and parent-serving organizations to help give parents a complete and accurate picture of their children's educational success.

With the help of national and local partners, including Univision, National PTA, UnidosUS, and National Urban League, we reached 20+ million families last year with our resources and communications. Our staff is comprised of diverse, passionate social entrepreneurs committed to fulfilling our mission, and encouraged daily to create, innovate, challenge, and grow.

About New Venture Fund

Learning Heroes is a project of New Venture Fund (NVF), a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. NVF 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. NVF'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.