

## Senior Manager, Content Job Description



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<b>Job Title:</b>	Senior Manager, Content (Fundraising Writer)
<b>Level and Grade:</b>	Senior Manager, 80
<b>Job Type:</b>	Full-time
<b>Reporting Manager:</b>	Director, Content and Integrated Marketing
<b>Department:</b>	External Relations & Engagement
<b>Office:</b>	HQ
<b>Date:</b>	December 1, 2021

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### About Corus:

Corus International is the parent of a family of world-class organizations working to deliver the holistic, lasting solutions needed to end extreme poverty once and for all. We are a global leader in international development, with 150 years of combined experience across our brands. Our nonprofit and for-profit subsidiaries include IMA World Health and its fundraising brand Corus World Health, Lutheran World Relief, CGA Technologies, Ground Up Investing, and Farmers Market Brands. Our more than 800 employees around the globe are experts in their fields and dedicated to helping the world's most vulnerable people break the cycle of poverty and lead healthy lives.

At Corus we believe that good only grows stronger and we reflect that belief in our workplace culture. We value every employee's specialized area of expertise and nurture professional growth. We promote an engaging and supportive work environment, where employees feel enabled and driven to innovate, learn and collaborate. And because our subsidiaries often function as partners, our employees have the opportunity to work across our enterprise family.

Corus is committed to diversity, equity and inclusion in our worldwide workplace, and we believe that social justice and respect for the human dignity of every person are fundamental to all we do as an organization.

Further details about the organization can be found at: <https://corusinternational.org>

### Job Brief:

#### Position Summary:

The Senior Manager, Content expertly creates and manages content for the Corus International family. This position serves as lead writer for fundraising organizations within the Corus family, including Lutheran World Relief, Corus World Health and Ground Up Investing. Through donor-centric storytelling and on-brand brilliant copywriting, this position is central to our ability to meet fundraising goals.

#### Key Result Areas:

The success of this role is measured by the following KRAs:

- Quality and quantity of content
- Audience-centric and on-brand communications
- Revenue growth attributable to content strategy

## Roles and Responsibilities:

### Communication:

- Lead the creation of content that connects with and captures the attention of philanthropic donor audiences.
- Write copy for multiple brands and for a range of media and channels, including websites, blogs, congregational engagement resources, advertisements, social media posts, video scripts, marketing emails, and donor proposals and impact reports.
- Manage content development from concept to completion of donor-facing publications — including two magazines and two newsletters, with more to be added in the future — that promote monthly giving, planned giving and other philanthropic programs.
- Serve as one of Corus' primary content and copy editors, providing expert editing support with an eye for detail without losing sight of the bigger picture.

**Strategy & Knowledge Development & Implementation:** Assist in the development of marketing and communications strategies that support fundraising goals, reflect and reinforce the value proposition of each brand, and position the organizations as best-in-class.

**Networking & Partnership:** Develop systems for extracting the most compelling content by building and maintaining relationships with staff across the organization and traveling to project sites as necessary.

### Supervisory:

This role reports to the Director, Content and Integrated Marketing  
This role has 0 direct reports.

**Education:** Bachelor's degree in English, communications or related field.

### Qualifications:

- At least 7 years of experience in non-profit, cause-related or for-profit marketing with a record of accomplishments and results.
- Experience in fundraising communications required.
- Masterful writer with strong fundamental skills as well as demonstrated creative capabilities. Brilliant copywriter and wordsmith, with the ability to craft language for multiple brands and audiences. *Second round applicants will be asked to submit a writing sample and to edit a brief piece of copy.*
- Strong understanding of story assets (text, images, audio, video) and how/when to combine them for maximum impact.
- Expert editing skills.
- Familiarity with AP style.
- Keen sense of newsworthiness.
- Proficiency in Microsoft Word and familiarity with Microsoft 365
- Experience covering difficult stories in difficult conditions, including remote areas in conflict, crisis and/or natural disasters preferred.
- Familiarity with Lutheranism, church structures, and church member motivations and sensitivities a plus.

### Other Duties:

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities for the position. Duties, responsibilities and activities may change at any time with or without notice. All positions are required to perform any additional tasks assigned by the supervisor. Global positions that are bound by contracts will not be changed without notice and approval.

### **Working Conditions, Travel and Environment**

Travel up to 10% to precarious settings under high security risks and/or very basic living conditions and outside weather conditions, as well as to infectious diseases.

### **Diversity, Equity, Inclusion and Zero Tolerance to Abuse**

As a member of the Corus Family, each employee is expected to:

- Help to develop and maintain an environment that welcome and develop a diverse workforce.
- Foster a work environment where everyone feels valued and included.
- Support employees' evaluation and promotion processes based on skills and performance.
- Promote a safe, secure, and respectful environment for all members of Corus family, stakeholders in general, and particularly for the communities we serve.
- Follow Corus Code of Conduct helping to prevent any type of abuse including workplace harassment, sexual abuse and exploitation, and trafficking in persons.
- Adhere to the Organizational Core Values

*Corus International prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, age, national origin, disability status, sexual orientation, protected veteran status, or any other characteristic protected by U.S. or International law.*