Digital Content Manager

About Seed Global Health

Seed Global Health (Seed) envisions a world in which every country is strengthened by a robust health workforce to best meet the health needs of its population. Our mission is to educate a rising generation of health professionals to strengthen access to quality care with a goal of saving lives and improving health. We are unique in its approach by focusing on the education and training of doctors, nurses, and midwives. By training health care professionals and health educators, we seek to empower current and future generations of health providers so that good health is not the privilege of a few, but the right of all.

Seed focuses on strengthening the education, practice, and policy of the local professional health workforce in Africa. Our core strategy and primary entry point centers on placing skilled and qualified educators at partner institutions for a minimum of one academic year. Seed also supports educators and partner institutions through a diverse and complementary package of services aimed at advancing health professional education in the classroom and clinical setting. By investing in long-term partnerships for improved health professional education, we help to create a stronger, more sustainable health workforce that is both locally led and better able to meet local health needs.

For more information, please visit www.seedglobalhealth.org.

Position Summary

Are you passionate about web and social media analytics? Have you been looking for an opportunity to help a mission-driven organization build a data-driven approach to optimizing its online presence, digital storytelling, and audience engagement? Seed Global Health is seeking an experienced digital content manager to develop and manage our digital content strategy, create compelling and relevant content, and distribute targeted communications to our online audiences.

Reporting to the senior director of communications, the digital content manager is an integral member of the communications team, responsible for managing Seed’s website, newsletter/email marketing, and social media platforms, including LinkedIn, Twitter, Instagram, Facebook, and YouTube with the goal of increasing the visibility and understanding of Seed Global Health’s mission and impact.

This role will generate content for our website and social media channels and track analytics to inform future strategic direction. The digital content manager will work in partnership with the communications team, country directors, and the development, program, and monitoring, evaluation, and learning teams to develop content topics and campaigns and distribute them over the website and social media profiles to drive engagement and traffic. The digital content manager will develop and manage Seed’s editorial calendar, developing content strategy, writing content, compiling data reports, and managing social media accounts.

We are seeking a collaborative team member with a high degree of initiative, creativity, flexibility, and self-direction. Organizational skills, professionalism, good judgment, and the ability to multi-task and work
collaboratively in support of shared objectives are also critical to the success of this role.

**Duties and Responsibilities**

**Digital strategy**
- Develop, execute, and continuously refine a comprehensive digital content strategy for Seed Global Health and manage the day-to-day editorial calendar, including monitoring and posting to Seed’s website and social media channels (Instagram, Twitter, Facebook, LinkedIn, YouTube).
- Audit the existing content on the Seed’s website for brand voice, relevance, and optimization.
- Ensure the digital strategy and all content supports Seed Global Health’s strategic plan and brand identity.
- Stay abreast of current digital content and marketing best practices and review competitor websites to compare their activities with those of Seed Global Health.

**Editorial and content creation**
- Maintain an editorial calendar that schedules all aspects of the creation and delivery of content across all digital channels throughout the year.
- Collaborate closely with Seed colleagues in all five country offices (Malawi, Sierra Leone, Uganda, United States, and Zambia) to identify digital content and storytelling opportunities and help plan and produce compelling audio, video, photography, graphic elements, and written content for Seed’s website, social media channels, newsletter, and email marketing.
- Collaborate with external vendors when necessary, e.g., graphic designers, photographers, videographers, to create compelling visual content for web and social media.

**Analytics and SEO**
- Monitor, evaluate, and report on social media effectiveness through Google Analytics and social media analytics, translate data-driven insights into content recommendations, and work in partnership with the communications and development teams to develop ways to increase web and social media traffic and engagement.
- Use target keywords to write copy that is optimized for search engines (SEO) while remaining entertaining and informative.

**Branding and messaging**
- Promote a consistent brand identity and voice throughout Seed’s website and social media profiles.

**Executive communications**
- Work with the CEO and other members of the leadership team on developing and/or optimizing their online presence, voice, and messaging, with a particular focus on LinkedIn.

**Qualifications**
- At least three to five years of experience in a similar role.
Senior Digital Content Manager

- Ability to conceive fresh and appealing ideas for new content that establishes or supports an organization’s brand identity.
- Expertise with using SEO best practices to write creative copy that includes effective keyword placement.
- Extremely computer literate, ability to write, interpret, and edit HTML scripts is a plus.
- Advanced written and verbal communication skills.
- Experience with social media engagement strategies and best practices.
- Strong skills in creating original content that target specific audiences and meet organizational objectives.
- Basic technical knowledge of MS Office, Google Suite, Canva, Mailchimp, Hootsuite, and WordPress.
- Passion and commitment to Seed’s mission.
- Strong sense of accountability, personal initiative, and responsibility.
- Excellent interpersonal skills, including flexibility and a sense of humor.
- Experience living and working in Africa is a plus.
- Demonstrated cross-cultural sensitivity and ability to build respectful relationships with colleagues from different cultural, linguistic, and educational backgrounds.
- Ability to work collaboratively in a fast-paced and building organization work environment.
- Bachelor’s degree in international development, international relations, public health, public policy, communications, or related field. Master’s degree is a plus.

Working Conditions
- Can be based anywhere.
- Up to 20% travel time may be requested, domestically and internationally.

Compensation
Competitive salary commensurate with experience and location, as well as health/dental/vision insurance, 401(k), and vacation benefits.

Seed is an equal opportunity employer that prohibits discrimination and harassment of any type, including without limitation on the basis of race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristics protected by federal, state, and local law.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, transfer, leaves of absence, compensation, and training.

For more information, please visit www.seedglobalhealth.org
20 Ashburton Place, 6th Floor, Boston, MA 02108 | 617.366.1650