

CONTENT WRITER

CORPORATE OVERVIEW:

Prolanthropy is the largest and most successful provider of philanthropic management services in professional sports, specializing in the formation and management of non-profit foundations of professional athletes. Having established itself as an industry leading presence built on nearly two decades of world-class results, Prolanthropy provides Foundations with the fiduciary, governance, event, programming and marketing and media expertise needed to achieve their philanthropic goals.

Corporate culture fit is of primary importance to Prolanthropy. Our business is unique, and our success is dependent upon having the right people on our team. We have built a close-knit, team focused business in an ever-changing industry. We believe that winning teams are filled with patriotic, humble, hungry and emotionally intelligent teammates. Our corporate culture of teamwork can only exist in physical proximity and thus, we are an in-person workplace with limited availability for remote work.

POSITION:

The content writer position is responsible for producing engaging, clear, error-free content for different advertising channels such as websites, print collateral and email campaigns. Their duties include researching keywords, producing interesting written content, and proofreading their work for accuracy and quality.

This position reports directly to the Vice President of Marketing + Media.

This full-time, salaried position will be located at the headquarters of Prolanthropy in Florence, Kentucky. With an international reach, this is an excellent opportunity to work within the world of philanthropy as well as in sports management and sports marketing.

***Prolanthropy utilizes the DISC Model and The Six Types of Working Genius Assessment which assesses the strengths, weaknesses, and personality types of current staff and candidates. Candidates should be familiar with these assessment tools and be prepared to take one or both if selected for an interview. Additionally, the candidate may be asked to also take the Tri-Metrix assessment tool.**

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QUALIFICATIONS:

- Associates degree or a combination of equivalent experience or honorable military service.
- 1-2 years of professional content management/creation experience required
- Prior experience in Content management systems for websites
- Prior experience in producing engaging and error-free content tailored to various channels
- Prior experience with email marketing platforms
- Knowledge of the sports or entertainment industry is preferred
- A portfolio of written work for various channels
- Consent to a pre-employment background check including work history verification, as well as a criminal background check
- Be legally qualified to work in the United States
- Be able to lift up to 30 lbs. and stand on your feet for 12+ hours a day indoors and outdoors
- Provide a resume, cover letter and salary requirements

KEY RESPONSIBILITIES:

- Achieve Prolanthropy and managed foundation conversion and engagement metrics
- Meet all timelines and deadlines for content creation

ROLE BREAKDOWN:

The ideal candidate for Content Writer must perform the following:

- Researching and meeting with internal clients to understand their message, brand voice and target audience
- Interpreting creative direction and technical information and turning them into persuasive copy concepts
- Write compelling, persuasive, clear and error-free content for Prolanthropy and its managed foundation's digital and print channels
- Write within each specific brand voice and needs of specific channels with a focus on storytelling
- Collaborate with graphic designer to deliver compelling, timely and accurate digital and print collateral
- Develop and deliver Email content for Prolanthropy and all Foundations
- Develop and post website content for Prolanthropy and all Foundations
- Manage all content-related vendors of Prolanthropy and our Managed Foundations within budget
- Support Prolanthropy and managed foundation digital asset management functions of department

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The ideal candidate for Content Writer is:

- Knowledgeable in HTML and CSS
 - Familiar with marketing project management software (we are currently utilizing Wrike)
 - Familiar with website content management systems software (we are currently implementing WordPress)
 - Familiar with email marketing platform software (we are currently utilizing Constant Contact)
 - Highly creative with experience developing digital content that engages, informs, and motivates
 - Detail and results-oriented
 - Good interpersonal skills and ability to be a team player
 - Ability to multi-task in a fast-paced environment
 - Self-Motivated and goal-oriented individual
 - Excellent research, communication, and time management skills
 - Strong proofreading and written communication skills
- Submit both your personal handle and handles of social you have managed for review
- Proficiency in all Microsoft Office platforms, with a higher level of understanding and knowledge of Microsoft Excel, Outlook, and SharePoint

ROLE REQUIREMENTS:

- Performance and personal qualities that match the Core Values of the Company
- Adopt and use Entrepreneurial Operating System (EOS) as a management system for projects and team members.
- Be a self-starter with problem-solving skills
- Possess strong planning, research, and communication skills
- Work well under pressure, possess excellent time-management abilities, and have organizational skills with attention to detail
- Demonstrate excellent written and verbal communication
- Be flexible, creative, and able to think “outside of the box”
- The ability to work well in a team environment; be a team player who can take and give direction
- Take ownership of multiple projects at a single time, managing themselves with little to no supervision

Please e-mail resume and cover letter inclusive of salary requirements to hr@prolanthropy.net. Only emails sent to hr@prolanthropy.net will be considered. Please do not reach out via telephone, cold call visit or e-mailing staff to addresses other than the above email address or your resume will not be reviewed or considered. Please include “**CONTENT WRITER**” in the subject line of your resume submission.

COMPENSATION AND BENEFITS:

Starting Salary: up to \$65,000 per year based on level of experience with a benefits package which includes:

- 10 paid holidays
- 10 days paid vacation
- 4 days paid sick leave in the anniversary year
- Monthly work remote day
- Cafeteria Healthcare Plan
- 401k Plan
- Employee Bonus Plan

Work schedule: 40+ hours per week with a base schedule of M-F 8a-5p

Classification: Full-time, permanent

Working location: in our Florence office and one remote day per month

Job category: exempt