

Specialist, Digital Content

The National Park Foundation (NPF) seeks an energetic, team-oriented individual with experience and skills in digital content management, writing and editing for the web, and site management.

The Digital Content Specialist will be responsible for updating, maintaining, and testing content for the organization's multiple websites, as well as resolving any technical challenges in displaying content. In addition to developing, proofreading, and publishing content, they will also help ensure SEO best practices are in being met. The ideal candidate should have experience with content management software as well as with programming languages, i.e. HTML. Tasks require a strong attention to detail and ability to work under tight deadlines. This full-time position is based in Washington, DC.

WORKING AT NPF

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

In 1872 America did something unprecedented; it set aside more than one million acres of wilderness for the benefit and enjoyment of the people. For more than 100 years, citizen involvement and private philanthropy have helped to improve, preserve and protect America's national parks. Since it was established by Congress in 1967, NPF has sustained this legacy of private philanthropy. We are a small organization with a big mandate. Learn more about us at www.nationalparks.org.

RESPONSIBILITIES AND DUTIES

- Assist in content management and maintenance of NPF's multiple online properties and networks, including website, blog, and monthly e-newsletters (requires working with content management software, including Drupal and Wordpress).
- Work across platforms to identify and implement comprehensive content and constituent acquisition strategies across the digital and mobile landscape.
- Work collaboratively with external and internal constituencies and partners to manage projects, deliver successful results and ensure deadlines are met.
- Identify and develop new content opportunities (and ways to repurpose existing content), tools and features to engage the Foundation's online audience, as well as stay abreast of new technologies, trends and strategies.
- Implementing changes to site content and layout based on usability testing and website analytics.
- Assist in implementing communications and marketing strategies that will elevate the visibility of the Foundation and its work across multiple platforms.
- Copyedit and proofread all new web content, audit existing web content and update as appropriate.
- Maintain a consistent voice and (and look) throughout all online properties, ensure brand standards are followed.
- Working with a cross-departmental team, maintain and develop the master content calendar and schedule.
- Ensure content follows SEO current best practices, track and report on site metrics as needed.

ESSENTIAL EXPERIENCE, SKILLS AND COMPETENCIES

The ideal candidate should have the following:

- Excellent communications skills – verbal, written and visual
- Strong time management, organizational and multitasking skills
- Exceptional attention to detail is required
- In-depth experience with popular content management systems (Drupal, WordPress, etc.)
- Experience with programming languages: HTML, PHP, CSS, Javascript
- Proficiency with the Microsoft Office suite, Apple iWork, and Google Docs
- Adobe Photoshop and Dreamweaver, Illustrator a plus
- Familiarity with email campaign platforms such as Mailchimp
- Familiarity with content creation best practices for social platforms such as Youtube, Facebook, Instagram, and Twitter a plus
- Video editing experience a plus
- Bachelor’s Degree in a related field or equivalent experience

TO APPLY

If you know you are the perfect candidate for this position, we want to hear from you. Please submit your application through the National Park Foundation ADP portal found [here](#). If you experience technical difficulties during the process, you may submit a cover letter, resume and salary history by email to resumes@nationalparks.org. Please indicate “Specialist, Digital Content” in the subject line of the e-mail.

National Park Foundation is an Equal Opportunity Employer. Candidates of all backgrounds are encouraged to apply.