***Content Creator***

**Organization:**The Arc- Jefferson, Clear Creek & Gilpin Counties (The Arc)

**Organization Type:**501(c) (3)

**Department/Group:** Communications & Outreach Team

**Job Location: Location:**Work both remotely and at The Arc’s office; time at each location determined by Communications & Outreach Director

**Type of Job:**Full time, non-exempt position. Some nights and weekends are required.

**Reporting:** Position reports to Communications & Outreach Director

**Accountability:** Accountable to people served by The Arc and our entire staff team

**Background:** Founded in 1960, The Arc- Jefferson, Clear Creek & Gilpin Counties (The Arc) is one of more than 650 chapters of The Arc across the United States. We are a part of the largest national organization of and for people with intellectual and developmental disabilities (IDD) and their families, promoting and protecting their human rights and actively supporting their full inclusion and participation in the community throughout their lifetimes. We foster respect and access, giving people with IDD the power to achieve their dreams.

**Position Description**

The Content Creator is an important member of The Arc’s Communications & Outreach team and will work collaboratively with all staff to continuously strengthen and improve The Arc’s communications, making them relatable to all audiences and changing the perceptions of people with IDD in the community. The person in this position will work to enhance The Arc’s presence and image, developing quality content that helps educate our audience and generate critical support for The Arc’s programs. The position is varied, interesting and fulfilling.

**Areas of Responsibility:**

**Communications**

* Create, implement, and maintain content that helps meet department and organizational goals, including changing the greater community’s perceptions of people with IDD and eliminating stereotypes. Content will help our audience learn what people with IDD can achieve, and also why our work is so important, and it must reflect The Arc’s brand, Core Values and Guiding Principles. Content includes:
  + High-engagement copy for a wide variety of online and printed communications, using accessible language for an audience with varying intellectual abilities
  + Professional, attention-grabbing graphics for our website, social media, graphic emails, videos, etc.
  + Photos (of people we serve and stock photos) used in graphics and communications
* Create and maintain a content bank of material that can be used-cross platform from which staff members at The Arc can retrieve different types of content, including stories, event photos, stock photos, video clips and other graphics
* Create and publish weekly e-newsletter that includes helpful information and resources, important legislative developments affecting the people we serve, and articles that highlight what people with disabilities can achieve. Final editorial approval will be the responsibility of the Communications & Outreach Director.
* Develop other content, often in collaboration with subject matter experts, for our events, brochures, annual report, website, presentations, campaigns and other projects as requested.
* Support Communications & Outreach Director in video production with basic editing and scripting.
* Proofread and edit communications
* Capture stories of people with intellectual and developmental disabilities and their families who are engaged with The Arc, as well as stories of donors and community partners who support our work
* Collaborate on the creation and execution of campaigns, including social media, development and communications in general.

**Community Outreach**

* With the guidance of the Communications & Outreach Director, coordinate with internal staff and other chapters of The Arc on developing and disseminating materials for DD Awareness Month (March)
* Support the filming and content creation for the Summit of Hope (community awareness event/fundraiser) and the Street Team (self-advocates who interview community members to increase awareness)
* Serve as a backup to deliver presentations in the community about The Arc and the people we serve
* Serve as a backup to represent The Arc at community outreach events such as resource fairs, service club meetings, and other public events
* Support Committee members through the selection of SPARC Award winners; draft scripts for the awards presentation.

**Self-Advocacy Movement Support**

* Support LifeAbility and other programs developed by The Arc
* Gather content at/participate in/provide support at self-advocacy meetings (People First, Coffee House, and Speaking for Ourselves – Colorado) as requested

**Other duties**

* Utilize Constant Contact and other tools to communicate with The Arc’s members and supporters
* Demonstrate effective communication and share information on relevant issues with other Arc staff
* Actively participate in The Arc’s Operational and Strategic Planning processes as well as budgeting
* Demonstrate effective communication and share information on relevant issues with other Arc staff
* Other duties as assigned

**Knowledge & Skills**

* Demonstrated experience and success in creating and managing communications content
* Stellar writing skills, including proofreading and copy editing, and excellent graphic design skills
* Beginning - intermediate skills in Adobe InDesign and Photoshop *(Please note that The Arc – JCCGC is willing to provide some InDesign and/or Photoshop training, but basic skills in these programs are required)*
* Proficiency in Microsoft Office software and willingness to learn databases as required
* Basic video creation and editing skills in Adobe Premiere Pro *(Please note that The Arc – JCCGC is willing to provide Premiere Pro training)*
* Ability to develop timelines and consistently meet deadlines
* Strong interpersonal skills and comfort with interacting with people of all abilities
* Ability to consistently apply organizational messaging in communications
* Ability to produce quality work with minimal supervision
* Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters

**Desired (but not required) experience:**

* Familiarity with Constant Contact
* Other grass-roots nonprofit experience

**Qualifications:**

* Associates’ degree or higher in related field, or three years’ experience in communications or marketing
* Ability to work a flexible schedule including some evenings and weekends
* Flexibility and responsiveness to rapidly changing communications needs
* Ability to work well in a team environment
* Ability to handle multiple concurrent assignments and meet deadlines
* Commitment to supporting a culture of collaborations and continuous improvement
* Commitment to the mission and work of The Arc
* Commitment to the Core Values and Guiding Principles of The Arc

**Compensation/Benefits**

This is a full-time, non-exempt position. The starting salary range for this position is in the low $40Ks, commensurate with experience. Beyond salary, generous benefits include an additional 12% of salary to be used toward health insurance, dental coverage, life insurance, short or long term disability, a 403b retirement account and other options. The Arc offers 10 paid holidays, 4 personal days, as well as accrued sick leave and vacation. As an added benefit, the office provides paid time off when it is closed between December 25th and January 1st each year.

For more information about The Arc- Jefferson, Clear Creek & Gilpin Counties, please visit [www.arcjc.org](http://www.arcjc.org).

The Arc is an equal opportunity employer that values workplace diversity. The Arc strives to create an inclusive work place that embraces diverse backgrounds, life experiences and perspectives. The Arc prohibits discrimination of employees or applicants on the basis of race, creed, color, age, sex, national origin, disability, marital status, gender identity, sexual orientation, religious or political affiliation, or any other classification considered discriminatory under applicable law.

6/7/21