

THE FOUNDATION

The Miami Foundation builds the philanthropic, civic, and leadership backbone for Greater Miami. Since 1967, the Foundation has invested over \$650 million to strengthen our community with partnerships and contributions from more than 1000 fundholders and 35,000 donors. The Miami Foundation, which currently manages over \$540 million in assets, mobilizes donors, nonprofits, leaders, and locals to set a bold vision for our community's future and to invest in a stronger, more equitable, more resilient Greater Miami.

POSITION DESCRIPTION

The Miami Foundation's Content Writer serves as a primary voice for the organization. In this role, you will create content based on assigned topics, as well as your own research. You will know how to identify and write in the voice of The Miami Foundation. You will craft various content types that effectively engage The Foundation's target audiences and strengthen its brand – including speeches, blog posts, web copy, editorials, press releases, impact stories, knowledge-based content, video scripts, and thought leadership articles, among others.

If you are strategic, detail-oriented, deadline driven, an exceptional listener, a creative and meticulous writer with experience and expertise in brand-centered storytelling, thought leadership, web writing, and SEO best practices, we want to hear from you!

You will report to the Vice President of Strategic Communications directly and will work closely with all teams across the organization to effectively tell The Miami Foundation's story.

DUTIES AND RESPONSIBILITIES

- Craft content that is original and well-researched and opinion articles, press releases and talking points to use with media when The Foundation seeks to secure earned media coverage.
- Understand The Foundation's annual goals and calendar of events to craft a content strategy that outlines the writing needed to strengthen the organization's brand and support the work and projects planned throughout the year.
- Develop and execute a storytelling strategy for The Miami Foundation's annual Give Miami Day to increase community engagement and giving on this day.
- Interview funders, grant recipients, and nonprofits who work closely with The Miami Foundation to craft stories about the impact of these partnerships.
- Work closely with the Director of Learning & Impact to produce academic content that helps to share The Foundation's knowledge and insights with the Greater Miami community; the Miami Marketing Director to develop scripts to accompany video projects; staff on other teams to ensure that the content created attracts maximum audience engagement.
- Write thought leadership articles for The Foundation's newsletter; blog posts and website copy for new and evolving work at The Miami Foundation; speeches for staff members and/or board members when they have a speaking opportunity; or review drafted content to ensure that SEO best practices are incorporated.
- Draft newsletter and emails to accompany The Miami Foundation's work throughout the year; copy for The Miami Foundation's social media posts.
- Proofread writing produced by other teams across the organization to optimize the content, ensure precise grammar, and correct spelling errors.
- Build the writing and storytelling skills of all staff at The Miami Foundation.

POSITION REQUIREMENTS

Essential Qualities:

- **Passion for Miami** – a love for greater Miami and a desire to see all its community members thrive.
- **Excellent Writer** – Ability to create compelling content in a wide variety of formats that: 1) meet the needs of each audience; 2) center and elevate the brand voice of the organization; and 3) simplify complex concepts or work.

- **Strong Storyteller** – Can effectively bring an event or achievement to life through storytelling so that those not present can visualize and feel the moment through the writer's words.
- **Proactive** – Does not wait to receive a writing assignment, but instead looks to identify opportunities and produce content that will enable The Miami Foundation to make progress toward its goals.
- **Strategic** – Ability to research and understand the evolving needs and goals of the organization to develop a strategic plan that will produce content that will effectively support and accelerate those goals.
- **Meticulous** – Pays close attention to detail, ensuring that all storylines, names and data points are factually correct in any piece of writing.
- **Strong copyediting skills** – Ability to review writing and identify how to optimize the content, and correct grammatical and spelling errors.
- **Strong organizational skills** - Ability to prioritize multiple assignments seamlessly and effectively meet deadlines.
- **Exceptional interpersonal skills** – A curious and active listener who seeks to learn from and build relationships with various stakeholders – staff, board members, external partners, donors, etc. – to write the most compelling content possible.
- **Constant Learner** – Ability to become an expert in The Miami Foundation's brand voice, strategic decisions, and initiatives to develop a deeper understanding of the organization through their writing; Open to new ideas and able to incorporate constructive feedback.

Desired Experience:

- 5+ years of writing experience, with a wide range of writing experience.
- Bachelor's degree or equivalent work-related experience required.
- Experience crafting brand stories for an organization.
- Experience writing stories in a variety of storytelling structures.
- Experience writing and pitching to media, including editorials, press releases, and talking points for interviews.
- Experience writing speeches for organizational leaders, with an adept ability to adapt the writing to the speaker's voice.
- Experience writing academic articles that share knowledge and insights with an audience.
- Experience using SEO best practices when writing content to optimize how readily The Foundation's content is found
- Experience copyediting content for optimization.
- Some management experience, with success in helping external vendors and junior staff members excel in their roles.

SPECIFICS

- Position Available: Immediately
- Status: Full-Time, Exempt
- Salary: \$90,000 annually, (The final determination of the selected candidate's salary will be based on experience and qualifications).

Please submit [here](#) your resume, cover letter, and four writing samples: 1) a human-interest story, 2) an academic or thought leadership piece, 3) an op-ed, and 4) a speech. If you do not have all four, please submit your top four writing samples.

Please reach out to hr@miamifoundation.org if you need any accommodation in applying.

We offer a comprehensive and generous benefits package which includes medical, dental, and vision insurance, a 403(b)-retirement plan, flex spending and dependent care accounts, professional development stipend, paid time off, cell phone stipend and gym reimbursement.

The Miami Foundation's Anti-Discrimination Policy - The Miami Foundation shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers, selection of vendors, and provision of services.



Content Writer Job Description (2024)

The Miami Foundation practices and champions inclusiveness in our community. We honor the diverse strengths, needs, voices, and backgrounds of all members of our community. Candidates from traditionally marginalized communities are especially encouraged to apply.