



Partner, Content Marketing Manager

About Us. FuelEd is a non-profit organization whose mission is to grow emotionally intelligent educators who build relationship-driven schools. Our vision is a world where educator training and support - and the very definition of an educator - is reimagined to prioritize educators' emotional intelligence, emotional health, and interpersonal skills. FuelEd serves as a critical missing piece, not only in educator preparation but in the field of social-emotional learning. Whereas many approaches to social-emotional learning focus on educator knowledge and behavior, FuelEd supports educators' personal transformation so they can develop secure relationships that drive optimal learning and development. To learn more, visit: www.fueledschools.org.

About the Role:

Do you have a love for the written word, and do you dream about stories that should be told far and wide? Do you have a knack and an innate understanding of how content drives narratives? We're looking for a prolific and talented Content Marketing Manager who will work across FuelEd, pushing the organization's thought leadership. You'll be accountable for the creation and distribution of content that clearly brings forth our mission, collaborating with our subject matter experts and assisting in the publication and spread of the content through all channels possible. You will serve as the engine to help produce various types of downloadable content and blogs and expand our organization's digital footprint, awareness, subscribers, and leads. You will also be responsible for the strategy and execution of FuelEd's social media. This role requires a high level of creativity, attention to detail, and project management skills, along with a working knowledge of SEO and social media.

About the Fit

What makes FuelEd unique isn't just the work we do, it's how we do it: we identify as a Teal Organization utilizing Holacracy as our governance model. At FuelEd, we strive for all team members to be "owners of their work, not renters" so there are many opportunities for entrepreneurship, leadership, and ownership. We believe that growth occurs through honest and empathic relationships, and have built this into our team culture so that every member can reach their full potential. Happy and successful team members will have passion for the cause and a desire to build a movement that can fuel schools with the power of relationships. Happy and successful team members will also possess abilities and enjoy opportunities to be flexible, take initiative, give and receive feedback, build relationships, wear multiple hats, and be challenged to grow personally and professionally. If this sounds like you, you may be a great fit for FuelEd! Learn more about FuelEd's culture [here](#) and our commitment to diversity, equity and inclusion [here](#).

Location: FuelEd staff can choose to work fully remote anywhere within the United States, but preferred locations include Atlanta, GA, New York City/Tristate area, Houston, TX, San Diego and the San Francisco Bay Area, CA.

The Responsibilities:

- Developing and implementing the overall content strategy to drive leads, subscribers, and awareness
- Building and maintaining a content calendar, as well as a posting schedule to social media
- Building and maintaining FuelEd's blog, including uploading blog content onto FuelEd's CMS
- Managing and coordinating with subject matter experts, graphic designers, and internal team members to maintain brand voice and build content
- Optimizing content for search engines - through page optimization and SEO best practices.
- Contributing to long-form content projects such as ebooks, video scripts on testimonials, validations, and annual report
- Continuously working to optimize efficiencies to make the lead-flow better for the organization as a whole
- Growing FuelEd's online community and tracking that community's growth
- Other tasks as required by the team

Our Ideal Candidate has...

- Passion for FuelEd's mission to grow emotionally intelligent educators and relationship-driven schools
- A high degree of personal and professional integrity
- High self-awareness, emotional intelligence, and commitment to personal and professional growth as well as excellent interpersonal, listening, written and verbal communication skills
- A resourceful style with the ability to be flexible, collaborate effectively, take initiative, execute independently with minimal supervision, and manage and prioritize tasks and projects and enjoy working in a highly entrepreneurial, fast-paced environment with a small and scrappy team
- Detail-oriented, conscientious and dependable with exceptional time management, planning, and organizational skills
- 3-4 years of marketing and content creation experience, with social media management being a strong plus
- Strong understanding of the industry, with an ability to attune to the realities of K-12 educators (teachers, school administrators, and district administrators) is a plus
- Familiarity and/or interest in attachment theory, child development, psychology/counseling, social neuroscience, and/or education is a strong plus
- Exceptional writing and editing skills
- Past experience building audiences either online or offline
- In-depth knowledge of the HubSpot CRM, and specifically the content optimization system, is a strong plus
- Experience in producing smart CTAs according to the visitor lifecycle stage
- Ability to manage various content projects with the larger team, with the expertise to define a style, tone, and voice for content
- An analytical mind and interest in using data to optimize blog performances
- Excellent organizational skills to work independently and manage projects with many moving parts.
- Experience working with and supporting underrepresented populations, and deep commitment to advancing diversity and inclusion goals is a plus

- Bachelor's degree or equivalent required
- Equivalent lived experiences and exposures can substitute for all minimum qualifications listed above except when there are legal requirements, such as a license/certification/registration. Anyone interested who meets 70% of the competencies and qualifications should consider applying.

Salary & Benefits

The salary range for this position is \$55,000-\$85,000, and will be determined based on prior experience and qualifications. Benefits include comprehensive health, dental, vision, 401K match, unlimited PTO and ample opportunity to grow into your best self through challenging work aligned with your strengths and powerful relationships with colleagues. We also invest in staff wholeness through counseling and wellness stipends, technology reimbursements, childcare support, and self-directed professional development.

We Value Diverse Perspectives

FuelEd is made better by the diverse experiences and perspectives of its employees. We value all diversity and evaluate applicants for employment on the basis of their qualifications without regard to race, color, religion, gender, gender identity or expression, national origin, age, sexual orientation, veteran status, mental or physical disabilities, pregnancy, medical condition, marital status or any other characteristic protected by law.

To Apply: Please complete this [form](#). Applications will be accepted on a rolling basis.