## National Federation of the Blind Website Content Coordinator

## Position Overview

The National Federation of the Blind, based in Baltimore, MD is looking for a qualified Content Coordinator to join our team. You will be responsible for creating and overseeing content creators for the organization, ensuring content is up to date, on-brand, and relevant. Responsibilities also include monitoring web traffic and website metrics. This role makes a critical contribution to the overall mission of the National Federation of the Blind.

Our ideal candidate is an experienced professional with demonstrable creative writing skills. As a Content Coordinator, you should perform well under deadlines and be detail-oriented. If you are also an expert in content optimization and brand consistency, we would like to meet you.

Website responsibilities include nfb.org and other domains in the NFB’s online portfolio.

## Responsibilities

* Oversee content creation and publishing.
* Review content developed by various stakeholders, review, edit, and approve as necessary.
* Participate in design and development of new nfb.org website.
* Be familiar with accessibility best practices and guidelines to ensure proper implementation (will provide training)
* Create and oversee content calendar that aligns with communication strategies, tactics, and organizational milestones and events.
* Understand and implement SEO best practices and train content creators on these practices.
* Keep up-to-date with industry website trends and best practices and ensure we are current.
* Understand web copywriting best practices and contribute copy as needed.
* Contribute to homepage planning and updates.
* Use Google Analytics to analyze website traffic and recommend updates and improvements based on this data. (Training possible.)
* Manage Google Webmaster tools for SEO, etc. (Training possible.)
* Integrate with social media as needed.
* Work with the e-commerce team to ensure good usability, content and navigation of new our e-commerce site.
* Oversee division website updates and maintenance (approximately 10 sites) to ensure proper branding, strong content, and good usability.
* Maintain organizational portfolio of domains, evaluating each for continued value and renewing as needed.
* Consult on affiliate and chapter website development and updates to ensure proper branding and messaging.

## Requirements

* Proven work experience as a Content Coordinator
* Basic technical knowledge of HTML and web publishing, Drupal experience is a plus
* Knowledge of SEO and web traffic metrics
* Familiarity with social media
* Excellent writing skills
* Attention to detail
* Good organizational and time-management skills
* Degree in Journalism, Marketing or relevant field