Lead Content Strategist

[Important: This document contains *template text* that is highlighted and set off by brackets. You should review and revise all the template text. The template text is in both the headings and in the body of the job listing.]

[In some cases, the template text tells you what to fill in. In other cases, it provides default content that you may want to revise. You should tailor this description to your organization and the role you want to hire.]

About the role

Are you interested in solving meaningful public problems and transforming public services for constituents? [Your organization or secretariat] is hiring a **Lead Content Strategist** to [reimagine the way we design information for constituents]. This role will primarily work on [brief headline about what this person would focus on]. [Optional "so what" sentence explaining why this work matters].

We're looking for someone who can [write about complex processes so they're accessible to everyone and help us coordinate our communications channels.] You will work on [optional summary of projects or initiatives this role would work on]

This position is a [describe the role, e.g. "full-time", "contract"] role. The work schedule is [describe requirements, e.g. "Monday through Friday, 9:00AM to 5:00PM EST, in a hybrid arrangement, with one day per week spent at the primary work location in Boston."]

About [organization]

[Provide a summary of your organization to help applicants understand the role's context for the role.]

What you'll do

You'll join [team] and work on [brief summary of projects or initiatives this role will work on. It should introduce the bullets below.]

Responsibilities

- **Develop content for user interfaces, websites, and other channels** that support the best possible experience for [describe or name your audience, e.g. constituents, claimants and employers, etc.]
- **Gather, analyze, and act on insights from experience data**. You'll work with [web feedback, call center representatives, web analytics, usability studies, etc.]
- **Advocate for plain language** through your own copywriting and as editor of teammates' copy
- **Understand government accessibility requirements** and ensure that content works across devices and technologies (e.g. screen readers, mobile phones, etc.)
- **Set measurable targets** for improving the constituent experience and report on progress

- **Work with stakeholders** across [organization] to ensure that content across channels is up-to-date, easy to understand, and supports end-to-end constituent experiences
- Define and carry out **content management processes** [e.g. creating an editorial calendar, removing outdated content, setting up feedback loops, etc.]
- [Add any additional responsibilities that are critical for your work and remove any that don't fit your context]

We'd love to hear from you if you have

- 5-7 years of experience as a content strategist, content designer, or similar role
- Experience with complicated editorial processes and with multiple stakeholders whose input sometimes conflicts
- Deep understanding of multiple genres, such as technical writing, UI writing, marketing copy, etc.
- Experience designing, testing, and implementing digital projects
- Experience advocating for people-centered content
- Experience managing large collections of content
- Experience with prototyping ideas to help articulate nuanced design decisions
- An enthusiasm to solve problems facing public-sector agencies, including promoting equitable access to services
- The ability to collaborate and build relationships across all levels of an organization
- [Add any additional preferred skills and remove any that don't fit your context]