POSITION: Creative Content Specialist  
DEPARTMENT: Development  
Pay Grade: 6  
Salary: $37,731.44 - $58,483.73  
(Starting salary depends on education and experience)

RESPONSIBILITIES: The Creative Content Specialist is responsible for the development and implementation of all agency creative content, reflecting both current agency initiatives and growth strategies. This position leads the creation of the Cornerstones of Care ‘voice’ to help build awareness, connections, partnerships, and community engagement. Using strategic agency initiatives, leads and manages the entire content process (concept, writing, editing, designing, distributing, tracking, archiving) to develop compelling messages and content for a variety of audiences, including donors, volunteers, staff, board, partners, funding sources and community-at-large. The Creative Content Specialist actively engages in cross-agency collaborations to develop impact statements, gather client stories, and create opportunities for clients and staff to share successes. In partnership with full marketing/communications team, this position helps develop and support comprehensive editorial calendar that supports the strategic direction and vision of the organization. Collaborates with others within development department to ensure specific donor appeals and other communication goals are incorporated into content calendar. Leads branding and messaging maintenance efforts, to ensure consistency for everyday use, as well as any specific campaign or cause marketing efforts. Manages social media channels to engage a community of current and potential supporters, fosters families, clients and partners. Collaborates with program staff to understand best way to talk about programs and services from a variety of perspectives and audiences. Uses that understanding to develop any and all appropriate creative content for program growth. Identifies and then leads partnerships with outside vendors when necessary to produce comprehensive content, including graphic designers, videographers, web designers, guest bloggers, etc. The Creative Content Specialist participates in annual marketing/communications planning process, and specifically leads budget considerations regarding marketing/communications outside vendor options. Analyzes the performance of marketing content across various channels and identify potential gaps. Ensures all content is culturally competent, and appropriately reflects Sanctuary commitments.

QUALIFICATIONS: This position requires a Bachelor’s degree in Communications, Journalism or related field. One (1) to three (3) years of experience in English, Journalism, Marketing, Advertising/PR related field is required as well as an understanding of HIPAA regulations. Must pass background check, physical and drug screening. This position also requires a valid driver’s license and proof of current vehicle insurance.

BENEFITS: Cornerstones of Care offers full-time employees a competitive benefits package, including: medical/dental/vision coverage; prescription coverage; accident insurance; short-term disability; health savings account (HSA); flexible spending account (FSA); paid time off; and retirement (401K). Part-time employees are eligible to participate in the 401k. To view a detailed Summary of Benefits please visit our website at www.cornerstonesofcare.org and under the heading “About Us” click on “Join Our Team.”

HOW TO APPLY: Please complete an online application at www.cornerstonesofcare.org

CORNERSTONES OF CARE’S ORGANIZATIONAL COMMITMENTS:
- Nonviolence-helping to build safety skills and a commitment to higher purpose
- Emotional Intelligence-helping to teach emotional management skills
- Social Learning-helping to build cognitive skills
- Open Communication-helping to overcome barriers to healthy communication, learn conflict management
- Democracy-helping to create civic skills of self-control, self-discipline, and administration of healthy authority
- Social Responsibility-helping to rebuild social connection skills, establish healthy attachment relationships
- Growth and Change-helping to work through loss and prepare for the future

Questions?
Please contact: Cornerstones of Care, Human Resources Department  
300 E. 36th Street, Kansas City, MO 64111  
Phone: (816) 508-1707 Fax: (816) 508-1757

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