## JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Digital Content Specialist</th>
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<tbody>
<tr>
<td>Department/Program:</td>
<td>Information</td>
</tr>
<tr>
<td>Reports to:</td>
<td>Chief Information Officer</td>
</tr>
<tr>
<td>Managing:</td>
<td>N/A</td>
</tr>
<tr>
<td>FLSA Status:</td>
<td>Exempt</td>
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<tr>
<td>Origination Date:</td>
<td>November 12, 2019</td>
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</tbody>
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### ABOUT US

The [National Head Start Association](https://nhsa.org) (NHSA) is a nonprofit organization committed to the belief that every child, regardless of circumstances at birth, has the ability to succeed in life. NHSA is the voice for more than one million children, 200,000 staff, and 1,600 Head Start grantees in the United States. Since 1974, NHSA has worked diligently for policy changes that ensure all at-risk children have access to the Head Start model of support for the whole child, the family, and the community.

NHSA is located at [1651 Prince Street, Alexandria, Virginia 22314](https://www.google.com/maps/place/1651+Prince+Street,+Alexandria,+VA+22314). Our four-story office is less than a five-minute walk from the King Street-Old Town [WMATA](https://www.wmata.com) metro stop, which also connects with the [DASH](https://www.dashamerica.com) and [VRE](https://www.va-rail.com) transportation systems. We are conveniently located in Old Town Alexandria surrounded by plenty of food options including sandwich shops, restaurants, food delivery services, and a large Whole Foods Market, and other vibrant activities.

### MISSION AND VISION

NHSA’s vision is for Head Start to lead – to be the untiring voice that will not be quiet until every vulnerable child is served with the Head Start model of support for the whole child, the family, and the community – and to advocate – to work diligently for policy and institutional changes that ensure all vulnerable children and families have what they need to succeed. NHSA’s mission is to coalesce, inspire, and support the Head Start field as a leader in early childhood development and education.
OUR CULTURE
NHSA is proud of our inclusive, collaborative, and professional culture. We value and reward teamwork, initiative, creativity, and intellectual and professional growth. We seek those qualities when considering people to join our team.

Collaboration
NHSA works in teams—we share ideas, brainstorm endlessly, and constantly seek innovative ideas that advance NHSA’s and Head Start’s missions.

Vision
NHSA values colleagues who see and seize opportunities, take risks, learn from failure, and bring a relentless passion for our mission.

Creativity
NHSA team members use data to form original insights. We find ways to incorporate innovative ideas and approaches that exist in the rich and vital Head Start community to pursue our mission.

Mindfulness
NHSA has an organization-wide commitment to strive for excellence; we set clear objectives, achieve ambitious goals, ensure accountability for results, and focus on our impact.

Intellectual Growth
NHSA values those who are curious and hungry for knowledge. Reflecting Head Start’s 50 years of commitment to continuous improvement, our staff is committed to personal and professional growth, understanding, and commitment to NHSA’s mission.

THE OPPORTUNITY
The opportunity to succeed in school and in life, regardless of circumstances at birth, is a core American value, and for the past fifty years, the Head Start community has embraced the challenge of delivering on that value and changing life trajectories for the nation’s most vulnerable children and their families. A strong and sustainable future for Head Start will mean the success of generations of children who may otherwise struggle throughout their lives. Their future success rests on the
knowledge, commitment and collaboration of families, programs, researchers and policymakers.

NHSA is a unique organization looking to grow intentionally and to find the right person for the right opportunity on our team. If you are looking to be part of an organization that is static, where things are predictable, and challenges are hard to come by, you should not work with us. If you are a person that is looking to only work on tasks on a job description and has a proclivity to say “that is not my job,” we respect that, but you should not work with us. Are you still interested? Keep reading.

We look for flexibility, good judgement, and people capable of evolving. Your growth and performance are important to us because we know that a better you makes a better us. We pride ourselves on not being bureaucratic. Do you believe that every child, regardless of circumstances at birth, has the ability to succeed in life? Do you believe in providing America’s most vulnerable children, families, and communities with the opportunities they need in order to succeed? Join us. The Digital Content Specialist will have the opportunity to make us a better serving organization.

We communicate with over 300,000 people each year with our web and social media assets. We promote and share technical knowledge and advocacy to the early childhood education community daily. To support this, NHSA is seeking a Digital Content Specialist to deliver outstanding messages to our field and the public. This position will report to the Chief Information Officer, and will work in a matrix-management organization with various units including marketing, communications, membership, special projects, technology, and partnerships.

The ideal candidate will be highly organized and be able to set objectives, manage, and see projects through completion. He/she/they should have the strength and ability to work independently and as a vital and contributing member of a team. Our Web Content Specialist should have an excellent working knowledge of CMS systems, email marketing, analytics and social media. This position interacts largely with our marketing and technology teams. An unwavering commitment to NHSA’s mission and a can-do attitude will make him/her/they successful.

Major Duties and Responsibilities

Web Content (50%)

- Work with teams within NHSA to create engaging web content.
- Organize, curate, and archive NHSA web content.
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• Be innovative in the use of our web properties to achieve outstanding results.
• Generate traffic reports and efficacy metrics.

Email and Social Media (30%)
• Support our marketing and media teams in our email and social media efforts.
• Leverage our creative content; messaging, video, blogs, webinars to deliver results.
• Use data to seek Constant Quality Improvement.

Engagement (15%)
• Work within our engagement platform to delight and engage our members.
• Identify synergies between NHSA operational components.
• Contribute to NHSA's legacy of innovation.

Technology (5%)
• Be a team member in our Technology department
• Be a Subject Matter Expert in analytics
• Advocate on behalf of members in Technology

THE REQUIREMENTS
• A good ear for sensing the trends that are emerging through the Head Start community and a perception of patterns that are becoming evident, and a strategic understanding.
• Capacity to design and execute multiple and constantly changing projects, with both creativity and high-quality work, on tight deadlines.
• Innovative and analytical approach to problem solving.
• Ability to adapt quickly and confidently to new challenges and job requirements with entrepreneurial thinking, even while under pressure.
• Highly effective communication skills, both written and verbal, and strong persuasion and influencing skills.
• Make use of good judgement, flexibility, and problem-solving skills.
• Excellent knowledge of CMS systems (Drupal, Wordpress).
• Excellent knowledge of email targeting and delivery systems
• Competency in engagement platforms (bulletin boards)
• Competency in Internet security practices.
• Competency in Microsoft Office and Google Suite.
• Strong ability to learn new software and/or tools in order to execute the responsibilities of the position.
• Bachelor’s degree; a thirst for learning a plus.

THE PROCESS
Please submit your cover letter, résumé, and example work (2 or 3 URLs or emails) to jobs@nhsa.org with Digital Content Specialist in the subject line.

NHSA IS AN EQUAL OPPORTUNITY EMPLOYER. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, gender identity or expression, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education.