

Blog Manager

Reports to Head of Marketing

About Startup Boston

Startup Boston is an organization working to connect, educate and celebrate the startup community. We are an all-volunteer team creating events and content *for* the startup community *by* the startup community.

Job Overview

The Blog Manager is responsible for the strategic direction of the Startup Boston blog. You will be responsible for creating a content calendar, proofreading blog posts created by our talented pool of content writers, and finding the appropriate social images for each blog and linking as appropriate.

As a manager, you will guide several direct reports through style guidelines and different content types found on the blog. We are looking for someone with experience managing people or working in a highly people-focused role. You will be overseeing a team of writers striving to highlight the movers and shakers within the Boston startup community through interviews, industry news, and informative event and resource updates. You will also coordinate with the social media team for event descriptions for Startup Boston Week. Your team's output will be read by over 5,000 people and is an important piece of content that drives event registration.

As a critical member of the Marketing team, the Blog Manager is a volunteer role that provides experiences similar to a Product Marketing Lead or Director of Content Marketing.

Responsibilities and Duties

- Architects the overall direction for a variety of content pieces for the Startup Boston blog
- Training and coaching Content Writers to interpret and apply style and brand guidelines
- Collaborating with the social media team to ensure consistency in Startup Boston Week and event marketing
- Oversees a team of 3-6 volunteer Content Writers and project managing a slate of marketing deliverables via Asana and Slack.

Qualifications

- Time commitment of 3 to 5 hours per week to focus on organization deliverables
- 2-4 years of content writing experience
- 1-3 years of experience managing a team of creatives and/or project management experience with marketing initiatives
- Fan of the Oxford Comma: strong editing and proofreading skills are required. Experience working with marketing content is a plus.
- A great communicator externally and internally, especially in remote environments
- Ideal candidates can be physically available to be onsite at some point during Startup Boston Week