

# San Antonio African American Community Archive and Museum (SAAACAM)

Volunteer Roles and Capacities

2019-2020

## Position: Digital Content Creator

<b>Reports To:</b> Communications/PR Committee Chair	<b>Committee Assignment:</b> Communications/PR Committee	<b>Type of Interaction:</b> In-Person and/or Virtual
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<b>Est Time Commitment:</b> 8 hours per week	<b>Term Limit:</b> 1 year, renewable	<b>Number of Openings:</b> 1
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### Position Description

An essential part of SAAACAM's Communications/Public Relations Committee, the Digital Content Creator is responsible for producing written and visual content for digital communications that connect our audience with our mission. This position will establish a voice through consistent messaging that identifies and resonates with SAAACAM donors and digital audience. This position reports to the Programs Committee Chairs and creates digital content that reaches and engages our audiences through effective storytelling.

### Deliverables

- Write and edit content for a variety of digital communications channels including email appeals, newsletters, website appeals, social media posts and videos,
- Write compelling actionable content that produces high responses rates and optimal user engagement for email and web,
- Take an active role in reviewing and proofreading marketing collateral for grammatically accurate copy and seek out emerging trends to enhance our messaging.

### Prerequisites

<b>Education and Training:</b> Bachelors in English, Journalism or relevant degree	<b>Credential(s):</b> Previous experience as a Digital Content Creator	<b>Key Competencies:</b> Customer Service Oriented, Highly Responsive, Creative, Organized,
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## To Apply

- Email a one-page cover letter on personal letterhead to [admin@saaacam.org](mailto:admin@saaacam.org).

The cover letter should contain the following: (1) introduction of yourself, (2) mention the position that you are interested in serving in, (3) explanation of your experience, suitable skill set(s) and/or educational and professional background that match the position's description, (4) your contact information for follow-up/next steps.

## Suspense

All applications are due Thursday, 28 February, 2019 by 5PM.

## Point of Contact

Ms. Tracy Watts and Dr. Charles Gentry, Committee Chairs at [admin@saaacam.org](mailto:admin@saaacam.org).