

Content Shepherd

- If our writer's room was a NASCAR team, then this position would be the pit crew chief.
- If our writer's room was the Avengers, then this position would be Captain America.
- If our writer's room was a restaurant kitchen, then this position would be the sous-chef.
- If you get any of those three references, then you're probably pretty cool to work with 😊

Our Content Shepherd manages two key components of the editorial process – overseeing writing assignments and guiding completed content out to our audience. You've got the project management skills to help our writers to meet their deadlines. You've got the CMS chops and web editing sensibility to get the material out to the masses. On the front end, you understand how to translate a print article for a web-readership. On the back end, you understand the importance of SEO and how to measure eyeballs and click-throughs. You've got all the tools!!!! Come work with us.

Callahan & Associates is dedicated to helping credit unions serve their member-owners and making the American public aware of the best consumer financial service options available to them. Our publications, software, and thought leadership are tools that allow credit unions to understand their performance in a constantly changing and challenging atmosphere.

www.creditunions.com is one of the primary channels for communicating with our audience.

Responsibilities

- Designate content assignments among a pool of internal writers, contractors, and staff contributors
- Maintain and communicate assignment calendar
- Make logistical decisions in terms of writers from one story to the next and communicate assignment changes to all necessary parties
- Perform content review, online publishing, SEO best practices, and quality-control tasks for Callahan's online channel
- Post multiple pieces of editorial content per day via CMS, ensuring that the final product is presented in Callahan's via editorial and style guidelines
- Collect sponsored content, site ads, and print ads from contributing sponsors and agencies
- Perform these responsibilities across daily/weekly online and monthly/quarterly print platforms

Requirements

- Bachelor's degree required; Journalism degrees are awesome.

- Experience with content management systems, SEO practices, and Google Analytics are critical.
- Excellent interpersonal, organization, project management, and communication skills
- A little creativity helps, too!
- Meticulous attention to detail
- Experience working with financial data also a plus.
- Self-starting problem solver who is willing to roll up their sleeves to find a solution
- Ability to work in a collaborative environment and cross-departmental
- Experience with HTML, Microsoft Office Word, Excel and Outlook.

Preferred skills and abilities:

- Indesign editing experience
- Experience with Help Desk/ticket systems;
- Magazine and/or financial business media experience.

To Apply

Please send cover letter, resume, and salary history to hr@callahan.com. No calls please.