Marketing Content Specialist

Sigma Theta Tau International Honor Society of Nursing (Sigma) is a nonprofit organization whose mission is advancing world health and celebrating nursing excellence in scholarship, leadership, and service. Our more than 135,000 active nurse members across the globe are recognized leaders and scholars who demonstrate global nursing excellence.

Sigma currently has an opening for a Marketing Content Specialist onsite at our Indianapolis, IN headquarters. This position is responsible for sharing the story of Sigma’s members through a variety of digital mediums, including online magazine/blog, social media, and website.

Our benefit options include health, dental, vision, life, short and long-term disability coverage, a retirement plan, free parking, paid holidays, and a generous amount of paid time off beginning in the first year of employment.

Responsibilities:

- Create and develop concise and engaging copy for Sigma’s online magazine/blog, website, social media, and other digital mediums.
- Collaborate with Sigma’s marketing team, freelance writers, and contributors to produce impactful online content.
- Contribute to the creation and maintenance of a content/editorial calendar.
- Develop and maintain a story bank to ensure ongoing lead generation for online magazine.
- Ensure all-around brand consistency in online content, including style, fonts, images, and tone.
- Research industry-related topics to compare and create content that is innovative and original.
- Measure and analyze online magazine/blog, website, and social media efforts and provide regular reports.
- Copy edit online articles, website copy, emails, and other communications as needed.
- Participate in the brainstorming of ideas for social media, website, and other marketing and communications projects.

Requirements:

- Bachelor’s degree or equivalent experience in journalism, English, public relations, or related field.
- 3-5 years of relevant work experience.
- Experience with digital media, including social media, websites, and search marketing.
- Strong copy editing and writing experience, including AP Style, required.
- Familiarity with Adobe InDesign and Adobe Photoshop preferred.