

Part-Time Senior Copywriter – Alliance for Strong Families and Communities Milwaukee, WI

The Alliance for Strong Families and Communities seeks a part-time senior copywriter to join our dynamic team and our network of thousands of committed social sector professionals working to positively impact local communities across the country. Through our collective work, Alliance staff and our network of members help all children, adults, and families achieve their full potential.

Purpose

The Alliance is looking to hire a **seasoned professional (age 50+)** into a grant-funded, 1,000 hours per year (part-time) fellow position. He or she would support the execution of various marketing and communications initiatives including email communications, content marketing, and digital and social media deployment. In collaboration with the marketing department, this position will plan and maintain the department’s content calendar; assist in message development; and write, edit, and publish content to help the Alliance achieve its awareness, engagement, and revenue objectives.

This is a one-year, stipend position (\$25,000/year), with the possibility of extending one to two years. Referred to as an “encore fellowship,” this position is an opportunity for continued income, work-life flexibility, and greater meaning and social impact for someone in his or her second half of life. The senior copywriter will be based out of the Alliance’s office in Downtown Milwaukee, with the flexibility to occasionally work remotely.

Background on the Grant-Funded Position

Last year, the Alliance launched a cohort of 10 organizations in its member network to actively study how to best leverage older adults in their workforces and direct service programs. The initiative [Second Acts for Strong Communities](#) aims to increase the number of paid and unpaid opportunities for adults age 50+ (“encore talent”), to contribute to social sector organizations and improve the lives of the children and families they serve.



Responsibilities

- Write clear and persuasive content for promotional email campaigns, blog posts and articles, social media posts, videos, print collateral, etc. that effectively attracts and engages the target audience
- Edit and provide feedback on pieces written by colleagues
- Monitor, review, and report on all marketing activity, impact, and results (open rates, click-thru rates, web analytics, etc.)
- Collaborate with colleagues to shape marketing strategy/approach
- Ensure all communications adhere to Alliance brand and style standards

Desired Education and Experience

The Alliance is looking for a seasoned marketing professional (age 50+) with transferrable skills. Previous work related to content development, copywriting, and marketing strategy is required.

How to Apply

Send a resume and cover letter with salary requirements to jobs@alliance1.org, and note the title of the position in the email subject line. Applicants not providing salary requirements will not be considered. No phone calls please.

The Alliance is fully committed to equal employment opportunity and to attracting, retaining, developing, and promoting the most qualified employees. The Alliance does not discriminate based on race, color, gender, religion, age, sexual orientation, national or ethnic origin, disability, marital status, veteran status, or any other occupationally irrelevant criteria.

