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**Title** HOPE Foundation Volunteer - Article Writer

**Reports to** HOPE Foundation Executive Director

**Background and Purpose of To The Rescue HOPE Foundation:**

The To The Rescue HOPE Foundation was established in November, 2020 and received a 501c3 Determination Letter in July, 2021.

The To The Rescue HOPE Foundation was established to secure funding and resources to improve the quality of lives for the at-risk population (primarily elderly and individuals with intellectual or developmental disabilities). Our mission is to empower and support at-risk individuals and those assisting them to live their best lives and our vision is to be the premier and largest recipient of grants, donations, etc. for the population we serve. The main focus areas in this effort are to support safe and affordable housing, employment opportunities, transportation, healthy living, community access, advocacy and other essential needs for the at-risk population in Iowa, Colorado and Arizona.

**Position Summary:**

Responsible for generating innovative content for blogs, articles, products, services, speeches, press releases, promotional materials, advertising campaigns, trainings, social media and the Company website while working both independently and collaboratively as part of a team. Increase awareness of the causes, mission, vision and goals of the organization.

**Duties / Responsibilities:** The duties / responsibilities may include, but are not limited to, the following:

- Conduct in-depth research on industry-related topics in order to develop original content
- Identify consumer needs and recommend new content to address gaps in the Company's current content
- Meet with subject-matter experts to ensure specialized topics are appropriately addressed
- Determine the clearest and most logical way to present information for greatest reader comprehension and broad audiences
- Creating compelling headlines and body copy that captures the attention of the target audience
- Format content as appropriate. Follow editorial guidelines
- Proofread content for errors and inconsistencies
- Edit and polish existing content to improve readability
- Evaluate analytics and adjust content as needed
- Promote content by pitching articles to various third-party platforms
- Keep abreast of the latest SEO techniques
- Develop strategies that increase reader engagement
- Review and/or edit content developed by other members of the team
- Develop and maintain media contact lists

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**Required Skills/Abilities:**

- Excellent verbal and written communication skills
- Excellent organizational skills and attention to detail
- Strong leadership skills with ability to motivate and encourage others
- Proficient with Microsoft Office Suite or related software
- Superior attention to detail
- Be a strong communicator and capable of expressing oneself clearly both speaking and in writing
- Possess a collaborative personality and be open to suggestions from team members
- Exemplify strong knowledge of industry protocols and best practices
- Excellent analytical skills and ability to accurately interpret complex documents
- Strong time management and organizational skills and able to meet deadlines
- Have a strong moral code and sense of ethics
- Proven content writing or copywriting experience
- Working knowledge of content management systems
- A portfolio of published articles
- Excellent writing and editing skills
- The ability to work in a fast-paced environment
- The ability to handle multiple projects concurrently

**Education and Experience:**

- Bachelor's Degree in related field highly preferred
- 5+ years prior writing experience
- Have, or be willing to obtain, a certification in journalism

**Physical Requirements:**

- Prolonged periods sitting at a desk and working on a computer
- Must be able to lift up to 15 pounds at times

**Volunteer Name** \_\_\_\_\_

**Volunteer Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Executive Director Name** \_\_\_\_\_

**Executive Director Signature** \_\_\_\_\_ **Date** \_\_\_\_\_