



Content Marketing Manager

Communications Unit
Sacramento or Remote (California Only)

Individuals who are Deaf or Disabled are encouraged to apply.

SALARY RANGE (Depending on Experience): \$57,838 – \$73,862 annually

We base salary and position offers on experience and an internal equity analysis.

EXCELLENT BENEFITS including 8% 401k Match, a language differential up to \$250/mo. Health (HMO and PPO options), dental, vision, basic life insurance, short-term and long-term disability insurance and flexible spending accounts (medical, dependent care and commuter). Additionally, we offer ample vacation, sick/self care leave and eighteen paid holidays (including the last week in December) and more..... We are a Public Service Loan Forgiveness (PSLF) - eligible employer.

WHO WE ARE

Disability Rights California (DRC) defends, advances, and strengthens the rights and opportunities of people with disabilities.

DRC works for a world where all disabled people have power and are treated with dignity and respect. In this world, people with disabilities are supported, valued, included in their communities, afforded the same opportunities as people without disabilities, and make their own decisions.

DRC values all forms of human diversity. We are committed to a culture of belonging where all people are welcome. In order to be effective advocates for all people with disabilities, we must address discrimination in all its forms, including the unique challenges faced by people who experience the intersection of multiple systems of discrimination.

PURPOSE OF THE JOB

Working closely with the Communications Director, the Content Marketing Manager will develop, build, and execute a digital content strategy including campaign strategies to support communication's goals for social media and the website to establish and increase DRC's visibility, brand awareness, and education on various complex topics. This position is responsible for the strategic growth and development of DRC's social media program and web content.

MINIMUM QUALIFICATIONS

Education and Experience

- Bachelor's Degree in Public Relations, Communications, Journalism, and/or Marketing.
- Possession of knowledge, skills, and abilities listed below, typically gained through 5-8 years of progressively responsible experience in Marketing and Social Media.
- Excellent writing, editing, marketing, and communication skills.
- Ability to learn and understand complex issues quickly, while contributing fully to a fast-paced, dynamic team.
- Proficient in Microsoft Suite; Word, Excel, and PowerPoint.
- Strong background in Adobe Creative Cloud, Meltwater, Hootsuite, Buffer, Google Analytics, CANVA and WordPress.
- Strength in storytelling and creative activation across the website and social media platforms, including Instagram, Twitter, Facebook, TikTok, YouTube, LinkedIn, etc.
- Resourceful, creative, and organized, with a strong ability to prioritize.
- Organized with high attention to detail.

Working at DRC is more than just a job - it is a rare opportunity to do what you are good at while making a difference! DRC offers competitive salaries and a generous benefit package. To view the detailed job description and complete the application process click [here](#).