

## ONLINE CONTENT MANAGER

**Reports to:** National Historian

**Function:** The Online Content Manager will be responsible for creating, improving and maintaining digital content in line with the goals of the National History Program, as laid out by the National Historian. This person will use the national CAP website's content management system (CMS) to create and display content for the to-be-launched NHP subsection of the regular national website (within the National Staff Areas section). Primary duties will include ensuring online access to digital content to raise awareness of the Civil Air Patrol's history for both internal and external audiences, periodically posting relevant historical content on the social media platforms utilized by the National History Program, and monitoring engagement with those platforms to ensure conformity with expected standards of professionalism and CAP's core values. As a Content manager, a candidate must perform well under deadlines, be familiar with historical standards and practices, and as well as basic knowledge of IT practices.

**Responsibilities:** The ideal candidate will possess:

- Develop a content strategy aligned with short-term and long-term goals of the National History Program
- Collaborate with other National History Program staff members develop site content, style and layout
- Collaborate and support the web access needs of other departments as requested
- Create and publish engaging content
- Ability to work independently
- Liaise with staff writers to ensure standards of professionalism
- Optimize content according to SEO (Search Engine Optimization)
- Familiarity with ADA and WCAG compliance requirements
- Collaborate with any Social Media Managers to coordinate content distribution to online channels and social media platforms to increase web traffic
- Ensure compliance with law (e.g. copyright and data protection)
- Stay up-to-date with SEO and web interface best-practices and generate new ideas to draw audience's attention

**Minimum Requirements for the position:**

- First Lieutenant or higher or MSgt, SMSgt, or CMSgt.
- At least one year of command or staff experience at the Squadron, Group, Wing, Region or National Level