



The [Recreational Boating & Fishing Foundation](#) (RBF) is looking for a **Digital Content Manager** to join its team in Alexandria, VA. We're looking for a goal-oriented, team player with experience in web and video content management, search engine optimization (SEO) and writing and editing for the web.

As the only organization dedicated to growing U.S. participation in recreational boating and fishing, and supporting the aquatic conservation programs that rely on it, RBF manages the award-winning [Take Me Fishing™](#) and [Vamos a Pescar™](#) brand campaigns. Our work includes advertising, marketing, public relations and social media to get the word out about our digital resources, where consumers can learn, plan and equip for a successful day on the water.

If you are a resilient, customer-service oriented person who enjoys working in a small group setting; and you are in search of a job that promotes fun, quality time with friends and family, and conservation, we'd love to have you on board! We'll even invite you to go fishing with us each summer.

In addition to writing engaging copy and finding imagery and/or video to support it, this person will work closely with the Marketing and Communications Team to implement content on our various digital platforms, create and analyze email and other communications that are created to support it.

Responsibilities

- Develops, oversees, and edits all branded web content, including blogs and pages. Manages content creators and/or freelancers. Writes original content when needed.
- Video planning, editing, and administration of Take Me Fishing YouTube channel. Manages video content provider network and oversees production.
- Curates content for email newsletter and manages the production of email newsletters and segmented lists.
- Supports Search Engine Optimization (SEO) strategy for all digital content, edit and optimize digital content for SEO.
- Assists with the development of the digital content calendar for all digital channels.
- Manages, tracks and reports digital content performance.
- Supports Marketing & Communications Team in managing a content provider network, and assists in other marketing, public relations, promotions, and social media efforts as needed.

Required Skills

- Superior writing and editorial skills.
- Knowledge of search engine optimization (SEO) best practices.
- Basic HTML/CSS skills.
- Experience developing and implementing website SEO best practices.
- Experience using email marketing platforms, building and distribution of optimized HTML email.
- Experience with web content management systems (CMS); familiarity with website architecture and how websites are put together.
- Exemplary organizational skills, judgment, ability to balance multiple priorities with attention to detail, and adherence to deadlines.



- 3-5 years' experience writing content for web and other digital media.
- Degree in Communications, Marketing, Public Relations, Journalism, Advertising or similar.
- Ability to operate with independence, to meet deadlines and commitments.
- Spanish writing proficiency preferred.
- Good interpersonal skills.

As an RBFF staff member, you will receive a competitive salary; full benefits package including 401k, performance-based bonuses, medical, dental, vision, long- and short-term-disability, life and AD&D insurance. If you are an outstanding Digital Content Manager with a solid background, we want you on board! Please send your resume to hr@rbff.org with your salary requirements, and reference Digital Content Manager in the subject line. No phone calls please.