



Managing Director, Content Creation and Curation

July 2023

Organizational Overview

Centri Tech is a social impact company that leverages technology to help everyone reach their aspirations by raising their standard of living and quality of life. Centri Tech achieves this through the installation of high-quality broadband connectivity in low-income housing, and through the implementation of technology-based interventions such as our resident services offering, called CentriLife.

CentriLife is a newly-launched online platform that delivers life-enhancing resources and tools to residents of affordable housing communities to help them build wealth, improve health, and connect to quality jobs. It also is a tool for resident services managers and property managers to connect and communicate efficiently with residents in their properties.

CentriLife aggregates the best content available from around the web, mobile applications, and other media sources; makes it actionable so that residents can address immediate needs easily using a variety of online and offline methods; localizes content by providing information on services, organizations, and relief opportunities within the users' geographical area; and makes information accessible to a wide content and written for limited literacy levels in both English and Spanish.

Position Overview

As Managing Director, you will lead content creation and curation efforts for CentriLife, including partnership development, editorial team management, and audience engagement. The Managing Director will report directly to the Senior Vice President, Digital Services, and will be a core member of our growing team.

CentriLife aims to reach the millions of Americans with low- to very low-incomes facing constraints on their opportunities to improve their lives making it crucial for the Managing Director to understand the unique needs of our audience and ensure that CentriLife sets and maintains a high standard for unique, relevant, and impactful content.

Primary Responsibilities and Duties

- Maintain, update, and curate all content on CentriLife through research, writing, and management of editorial team and freelance content producers and translators.

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- Collaborate with Centri Tech leadership to establish the CentriLife style guide, brand voice, and tone; and ensure all content meets those standards.
- Develop partnerships with individuals and organizations possessing expertise, credibility, and authenticity, such as writers, bloggers, video producers, and software/app developers, to enrich CentriLife's content offerings.
- Create and manage an editorial content strategy, including implementation of a content development calendar, defining strategic growth opportunities, pursuing new content avenues, and ensuring a steady flow of high-quality topical and engaging content.
- Strategically engage content stakeholders and incorporate feedback loops with subject matter experts, users of the platform, and paying customers (e.g., property managers and resident services managers of low-income housing properties), as well as Centri Tech staff to ensure the alignment of CentriLife's offerings with stakeholders' needs and expectations.
- Assist with the oversight and stewardship of the CentriLife content budget.
- Generate impact stories and data analytics for reports to housing partners highlighting CentriLife's impact and usage by residents.

Qualifications & Skills

- Prior experience in web-based content creation, curation, and management, including written and visual/video-based content.
- Content editing and writing skills, acquired through formal education, training, and/or on-the-job experience.
- Strong research and curation abilities to ensure the quality and relevance of content.
- Demonstrated expertise in partnership research and outreach to collaborate with external contributors effectively.
- Knowledge of social media trends, tools, and strategies to enhance CentriLife's reach and engagement.
- Familiarity with Content Management Systems; working knowledge of WordPress a plus but not required.
- Understanding of Website/Google Analytics to gain insights and optimize content performance is a plus but not required.
- Ability to work in a startup environment and produce high-quality work with fast turnaround.
- Goal-oriented, outcomes-focused and data-driven.
- Entrepreneurial mindset and high level of comfort with uncertainty and experimentation.
- Demonstrated commitment to diversity, equity and inclusion and experience working to advance outcomes for underserved communities.
- Compassion and desire to serve the greater good, aligning with CentriLife's mission.



Location: The entire team is remote.
Status: Full-Time
Salary: \$80-95k commensurate with experience; plus benefits.

Application Instructions

To apply, please submit a cover letter and resume to David Saunier, SVP of Digital Services (david.saunier@centri-tech.com). Applications will be considered on a rolling basis. We aim to fill this position by September 1, 2023.

Equal Opportunity Employer

Centri Tech is an equal opportunity employer; applicants are considered for all roles without regard to race, color, religious creed, sex, national origin, citizenship status, age, physical or mental disability, sexual orientation, marital, parental, veteran or military status, unfavorable military discharge, or any other status protected by applicable federal, state or local law.