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Content Writer

Type of Employment: Full-Time, Exempt

Supervisor: Marketing Manager

Job/Role Description:

The Salesmanship Club of Dallas is seeking a writer to lead content and messaging across its organization, including its nonprofit Momentous Institute and its annual PGA TOUR event The AT&T Byron Nelson. Founded in 1920, Salesmanship Club of Dallas hosts the AT&T Byron Nelson, which benefits Momentous Institute. The tournament has raised over \$150 million for Momentous Institute since 1968. Each year, Momentous Institute directly serves 6,000 kids and family members through its nationally acclaimed Momentous School, innovative therapeutic services, and research and training. With an emphasis on innovation, collaboration and training, Salesmanship Club offers a truly dynamic work environment.

All responsibilities of this position are designed to increase awareness and understanding of the AT&T Byron Nelson and Momentous Institute brands. The content writer is responsible for writing and editing of all marketing materials and maintaining the voice of Momentous Institute and AT&T Byron Nelson. This position will also lead internal communications for internal stakeholders and draft executive communications for events. This position is a member of the communications team and works closely with the team's graphic designer, media relations specialist and digital coordinator, as well as internal stakeholders and vendors.

Specific Projects and Responsibilities:

The job responsibilities for this position will include, but are not limited to:

- Maintain voice of Momentous Institute and AT&T Byron Nelson.
- Write and edit all marketing-related print and digital materials for Momentous Institute, AT&T Byron Nelson and Salesmanship Club, including: annual report, bi-annual newsletters, AT&T Byron Nelson collateral, Momentous Institute's annual conference and other event collateral, emails, brochures, flyers, and invitations.
- Work closely with Graphic Designer and Marketing Manager to ensure consistent and compelling messaging across multiple channels.
- Create strategy and lead internal staff communications.
- Support and edit communication to stakeholders.
- Brainstorm with team to develop concepts and marketing strategies.
- Write original social media content and support social media efforts.
- Speech writing for annual events.



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Requirements and Qualifications:

This position requires the following personal and professional qualities/capabilities:

Education: Minimum of 3 years relevant experience. Undergraduate degree, experience in journalism, marketing, advertising or related field.

Required skills and attributes:

- Excellent writing and editing skills
- Excellent client service/interpersonal skills, including ability to communicate clearly in person and in writing
- Flexibility to deal with unanticipated projects that have tight turnaround times
- Demonstrated commitment to working as part of a team including the ability to develop collaborative relationships with a wide variety of stakeholders, both in-house and externally.
- Willingness to listen to feedback from others and find the best ways to incorporate diverse and sometimes conflicting input

Desired personal qualities: Integrity, initiative, energy, enthusiasm, flexibility, ability to receive feedback, and a sense of humor.

Please send letter of interest and resume to:

Meagan Abendschein, Director of Communications, mabendschein@salesmanshipclub.org

Momentous Institute/ Salesmanship Club of Dallas maintains a policy of non-discrimination for all employees and applicants in every facet of the organization's operations. Momentous Institute/ Salesmanship Club of Dallas hires, trains, and promotes all qualified employees without discrimination on the basis of race, color, sex, religion, national origin, age, military status, disability, genetic information, gender identity, or sexual orientation.

All employment offers are contingent upon successful completion of a criminal background investigation, including a check of the National Sex Offender Registry