GARRISON INSTITUTE

Content Specialist

About the Garrison Institute:
Founded in 2003, the Garrison Institute is a not-for-profit, non-sectarian organization whose mission is to apply the skills and wisdom cultivated through contemplative practice, together with the insights emerging from science to today's urgent social and environmental challenges, leveraging transformational change and helping build a more compassionate, resilient future. We are located in the Hudson Valley on 90 acres in a beautifully renovated monastery.

About the position
The Garrison Institute Content Specialist is responsible for assisting with the creation, optimization, and production of content (visual and written) for our digital and print channels. Working within the Institute's approved brand narrative, the Content Specialist helps translate the mission and the priorities of our programs, events, and initiatives into clear, engaging content for targeted audiences and the general public.

Serving on the Marketing & Communications team, this remote (or hybrid) contractor role will average approximately 25 hours per month and works under the strategic direction of the Marketing & Communications Senior Advisor. Proximity to Garrison, NY is ideal to work occasionally on-site, as appropriate for marketing-related needs and events and retreats.

Please send your resume or LinkedIn profile, relevant work samples, and a brief statement of interest to careers@garrisoninstitute.org.

RESPONSIBILITIES

Social Media

- Create, schedule, and publish content across YouTube, Instagram, Facebook, and LinkedIn
- Create or adapt copy, graphics, and short-form videos for weekly posts and social ads
- Set up and manage ad campaigns
- Track basic performance metrics for posts and ads and share key findings with the team to inform future content

Email

- Assist with design and delivery of weekly newsletter and dedicated emails
- Write and edit email copy that is clear, compelling, and aligned with the Institute's brand voice
- Review email performance metrics and share key takeaways with the team

Website & Blog

- Upload graphics to WordPress website
- Make light text and image updates
- Publish blog posts

Graphic Design

- Create event graphics
- Design and edit collateral pieces
- Generate event promo toolkits
- Create/edit event promo videos

Brand Integrity and Management

- Ensure all content reflects the Institute's approved brand narrative, visual identity, and mission
- Manage multiple deadlines and deliverables across concurrent campaigns, with careful attention to detail

QUALIFICATIONS

- Strong visual communication, writing, and editing skills; proficiency with the following platforms and tools is preferred: Canva, WordPress, Mailchimp, Hootsuite, Adobe CC, Google Workspace, Microsoft Office, Google Analytics, and Google and Social Advertising (Google Ads, Meta Ads)
- Understanding and appreciation of Garrison Institute's mission and interest in the fields of contemplation-based practices and social change
- Experience creating digital content for a nonprofit organization preferred
- Ability to work effectively and collaboratively with varied constituencies, including staff, program directors, events staff, presenters, and partner organizations
- Ability to manage multiple tasks and deadlines independently in a remote/hybrid setting and produce quality results in a timely manner