

Content & Communications Manager

Job Title:	Content & Communications Manager
Status:	Full-Time, Salaried-Exempt
Last Updated:	July 2026
Reports To:	Director of Marketing
Work Location:	Fully Remote, US-Based

Organizational Overview

At SERI, we consider ourselves “Champions of Electronics Sustainability,” and we champion and drive the sustainable use, reuse, and recycling of electronics globally. To accomplish this vision and mission, SERI programs contribute to systems-building, skill-building, or collective action efforts. We do that through a range of programs that work toward a vision that by 2035, 10-year lifespans of electronics will be common, and all materials reused at end-of-life.

Position Overview

The Content & Communications Manager is an experienced communications manager and writer, responsible for what SERI says, when it says it, and who says it. This spans campaigns, social media, and all SERI programs. SERI is a small organization, and this person leads from the front with strategic instincts and a hands-on work style, capable of sitting down and producing a compelling campaign email, a sharp LinkedIn post, or a credible press release by researching and gathering context independently.

This is a Manager-level role that reports to the Director of Marketing and oversees contracted writers and content execution, working closely with program leads, other members of the Marketing team, and external partners including creative vendors and freelance contributors. The ideal candidate brings the judgment to set and maintain SERI's voice and message across all output, whether produced directly or through managing contributors. At SERI, good work happens through close collaboration.

Key Outcomes of this Position

- SERI's content and communications will be consistently executed across all channels, on strategy, on voice, and on schedule, through a combination of direct production and active management of contracted writers and vendors.
- SERI's organic social media presence, particularly LinkedIn, will reflect a credible, mission-aligned voice that builds industry authority and audience confidence.
- SERI's external visibility and thought leadership will grow steadily through earned media opportunities and consistent messaging from SERI leadership.

Responsibilities

Writing & Content Production

Responsibilities related to directly producing and commissioning SERI's content across programs and channels.

- Write, edit, and own content across all SERI programs and events: campaign copy, web and landing page copy, articles, case studies, email content, and program materials.
- Work cross-functionally with programs, business development, and standards teams to align content with organizational priorities.
- Manage contracted writers and freelance contributors in coordination with the Director of Marketing, briefing, reviewing, and maintaining quality, voice, and deadline standards from assignment through final delivery.

External Communications

Responsibilities related to SERI's content calendar, social media presence, and external visibility.

- Own SERI's content calendar across all channels and programs, ensuring consistency in voice, timing, and priorities.
- Own SERI's organic social media presence across all LinkedIn pages, from writing and scheduling to posting, audience engagement, and growth, while maintaining voice and message.
- Drive SERI's external visibility by writing press releases, contributed articles, and other external content to support thought leadership placement for SERI's mission and programs. Create and maintain relationships with external sources.

Required Qualifications

- Bachelor's degree in communications, marketing, journalism, or a related field, or equivalent professional experience.
- 5+ years of experience in content marketing, communications, or a closely related field, with a track record of producing credible, compelling written content on complex or technical subjects.
- Ability to work effectively as part of a team or organizational structure.
- Demonstrated experience building or growing an audience through content, on any platform, e.g., social media, a website, a newsletter, a blog, or an online community.
- Strong project management skills; able to manage multiple workstreams and deadlines independently.

Preferred Experience

- Background in sustainability, standards, certification, enterprise technology, or an adjacent industry, ideally within a nonprofit or mission-driven organization.
- Experience with LinkedIn campaigns and engagement, B2B demand generation, or earned media and thought leadership placement.
- Working familiarity with SEO principles as they apply to web and content writing.
- Understanding of layout and information hierarchy, able to think about how content should be structured and paced on a page, in an email, or in a deck before it's designed.
- Comfortable in a Microsoft 365 environment, with tools like Asana or similar project management platforms.

Core Competencies

- Self-directed researcher: gathers context independently from existing materials, program leads and others at SERI, or prior campaigns. Able to translate that research into clear briefs for contracted writers.
- Committed to staying current with content marketing practices, platform changes, and industry trends, and to developing deep fluency in SERI's mission, programs, and messaging over time.
- Comfortable using performance data to evaluate what's working, draw conclusions, and make informed decisions about content direction.
- Sound judgment on resourcing decisions: knows when producing content directly is the better use of time versus briefing and delegating to a contracted writer.

Physical Requirements

- Ability to sit or remain stationary for extended periods of sedentary work.
- Ability to operate computer systems and perform detailed computer-based tasks for extended periods.
- Ability to frequently interact via phone, video conferencing, and in-person meetings.
- Dedicated space and sufficient Internet access to work full-time in a virtual environment.
- Ability to travel to and participate in SERI's annual eSummit conference and yearly department team gatherings (typically two weeks per year).

Reasonable accommodation may be provided to enable individuals with disabilities to perform essential functions.

Compensation

Salary range: \$75,000–\$90,000 commensurate with education and/or experience.

- Equipment provided for remote work, including laptop and peripherals
- Generous PTO (includes vacation & sick time)
- Paid holidays
- QSEHRA health reimbursement
- 403(b) retirement plan
- Short- and long-term disability, life, and AD&D insurance
- Phone/internet reimbursement
- Professional development support

It is the policy of SERI to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information, or any other protected characteristic under applicable law. SERI fosters a safe and inclusive atmosphere and makes hiring decisions based on merit.

This job description is not intended to encompass all the responsibilities of this position. Additional duties may be added or changed as organizational needs arise.