

Equity & Impact Solutions
Director of Content Strategy
October 2024

BACKGROUND: Equity & Impact Solutions (EIS) is a Black-woman-owned consulting firm dedicated to advancing health and racial equity. We provide strategic counsel to Fortune 500 companies, government agencies, public health departments, and social justice organizations. Our work empowers leaders and organizations with culturally responsive skills, tools, and knowledge to address systemic inequities. By fostering authentic relationships with the communities our clients aim to serve, we help bridge gaps, ensuring impactful and sustainable solutions that drive lasting change.

POSITION SUMMARY: The **Director of Content Strategy** will report directly to the Founder & CEO, with a dotted-line reporting relationship to the Director of Client Services & Operations. This position is responsible for project management and leading the development and execution of high-quality, succinct, scientifically accurate, and culturally relevant content for all Equity & Impact Solutions (EIS) clients. The Director of Content Strategy will collaborate with internal and external stakeholders to ensure all content is meaningful, culturally responsive, and tailored to diverse audiences.

As part of EIS's commitment to fostering an inclusive and diverse team, people of color, women, people with disabilities, and LGBTQ+ candidates are highly encouraged to apply.

PRIMARY ROLES:

1. Content Development & Design
2. Manage Project Coordinator and External Content Creators
3. Project Management

Responsibilities Include:

Content Development & Design

- Create scientifically accurate content that is clear, concise, and culturally relevant to the intended audiences.
- Coordinate the development of content requiring extensive project management and scientific reviews to navigate client's legal and compliance processes, ensuring it accurately reflects the cultural nuances and lived experiences of the communities most impacted by the project.
- Tailor content and strategies for diverse audiences, including community leaders, patients, healthcare professionals, and underserved or marginalized communities, ensuring a balance of scientific rigor and cultural responsiveness.
- Design and produce polished presentations, slide decks, discussion guides, facilitator guides, reports, and other client-facing materials on topics including public health, scientific services, racial equity, and community strategy, with a focus on culturally appropriate approaches.

Project Management

- Manage assigned EIS projects by anticipating and tracking critical dates, milestones, logistics, and key events via Asana to ensure timely completion.
- Manage independent contractors and their assigned projects. Track contractor project hours.
- Provide input on budget development for new business proposals, requests for proposals, and scopes of work.

Equity & Impact Solutions
Director of Content Strategy
October 2024

Research

- Maintain a deep understanding of public health, particularly related to HIV, and the healthcare needs of communities of color, drawing on academic research and community-based knowledge.
- Stay current on the latest trends, research, and best practices in public health and scientific dissemination, with a focus on equity, racial justice, and culturally responsive approaches.
- Utilize research to inform content development that bridges scientific rigor with the lived experiences of marginalized communities, ensuring that all content is both evidence-based and culturally relevant.

Manage PRC Approval Process

- Supervise the review and approval process for materials, ensuring smooth navigation through client's legal, editing, and scientific reviews.
- Manage the preparation, referencing, and uploading of materials to client's online content development platform for review teams.
- Develop timelines for materials and reviews, ensuring all steps are completed in a timely manner.
- Act as a liaison for compliance scheduling and attend compliance calls as necessary.
- Handle finalization of materials, including resubmissions in client's content online platform.

Management/Supervisory Responsibilities

- Manage Project Coordinator.
- Manage Independent Contractors providing content creation and design.

Desired characteristics/skills:

Experience: Minimum 10 years of experience in content strategy, project management, or a related field, with a strong background in public health, racial equity, and working with communities of color.

Public Health Expertise: In-depth knowledge of public health principles, particularly in the context of HIV prevention, treatment, and health disparities impacting communities of color.

Equity-Focused: Demonstrated commitment to racial equity, with experience developing culturally relevant content that addresses systemic health inequities.

Technical Skills: Proficiency in Microsoft Office (Word, Excel, PowerPoint), Google Suite, and Asana. Experience with PRC (Promotional Review Committee) systems, such as Veeva, is a plus.

Characteristics:

- Detail-oriented, with the ability to maintain confidentiality and discretion.
- Strong problem-solving skills and an ability to work under tight deadlines.
- Highly organized, self-motivated, and able to manage multiple priorities effectively.

Communication: Exceptional verbal and written communication skills, with the ability to tailor content to diverse, often underserved communities.



Equity & Impact Solutions
Director of Content Strategy
October 2024

Research Competency: Strong ability to incorporate the latest research in public health, particularly around HIV and marginalized populations, into content strategy.

Position Details:

Location: This is a fully remote role, reporting to the Founder & CEO with a dotted line to the Director of Client Services & Operations.

Compensation: Equity & Impact Solutions offers a competitive compensation package ranging from \$120,000 to \$150,000, with additional earning potential tied to organizational growth and revenue.

Commitment to Growth: We are looking for candidates who are passionate about driving growth and expanding the reach of EIS to new clients and communities.

Commitment to Diversity: EIS is dedicated to building a diverse and inclusive team. We strongly encourage applications from people of color, women, people with disabilities, and LGBTQ+ individuals.

Application Process:

Please submit your resume with a cover letter focusing on how your experience and skills align with the specific responsibilities and qualifications of this role. Resume and cover letter should be sent to stephanie@equityimpacts.com. In the subject line, please write: Director of Content Strategy.

We are excited to hear from you.