



Content Editor

The Center for Leadership Studies (CLS) is seeking a highly skilled Content Editor for our Marketing team to support the development and distribution of compelling and engaging content for our audience. The Content Editor will work directly with subject matter experts to craft marketing materials, thought leadership, sales enablement resources and more. This role is also responsible for coordinating the delivery of content across multiple channels, including the website, social media, etc.

An ideal candidate would have strong writing and verbal skills as well as experience or interest in the learning and development industry. This individual needs to be organized, efficient and able to support a fast-paced team. The Content Editor will report directly to the Director of Marketing.

Key Responsibilities:

- Work closely with subject matter experts, designers, and other team to produce high-quality content
- Develop content that aligns with our brand voice
- Conduct research and interview subject matter experts, craft insightful questions and summarize key takeaways for content development
- Communicate effectively with authors and contributors to clarify content issues and resolve discrepancies
- Assist in managing the editorial calendar and ensure timely delivery of content across all channels
- Track and report on content performance and provide insights for improvement
- Coordinate with our SEO partner to ensure that content is optimized for search engines and adheres to SEO best practices
- Use keyword research tools to guide content edits and enhancements



- Edit and refine content to maintain clarity, coherence, and adherence to brand voice and guidelines
- Repurpose existing content for different formats, including blog posts, infographics, e-books, webinars, videos, social media posts and more
- Utilize AI tools to assist in content generation, editing, and optimization
- Oversee the distribution of content via social media platforms, ensuring alignment with our social media strategy
- Generate new ideas around industry-related topics

Requirements:

- Bachelor's degree required or equivalent experience
- 3+ years of experience in copy writing
- Portfolio of written content
- Experience using AI tools to streamline and enhance content creation
- Strong project management skills, with the ability to manage multiple projects simultaneously
- Experience with Content Management Systems (e.g. WordPress)
- Good communication and interpersonal skills
- Proficient with MS Office and Adobe Suite
- Superior organization and prioritization skills with a sense of urgency to accomplish tasks and projects
- Ability to thrive in a very fast-paced and dynamically changing environment while still maintaining a high level of detail

Company Culture and Benefits:

The Center for Leadership Studies (CLS) is a performance-based culture built on trust and respect. We offer a competitive and attractive compensation package, including:

- Comprehensive medical benefits/coverage



- Flexible time off
- Flex time and flexible workplace options
- Paid maternity and paternity leave
- Generous annual holiday calendar
- Educational assistance
- Highly collaborative and positive workplace
- A company focus on culture

Company Overview:

For more than 50 years, The Center for Leadership Studies (CLS), founded by Dr. Paul Hersey, has been the global home of the original Situational Leadership® Model. With over 15 million leaders trained, Situational Leadership® is the most successful and widely adopted leadership model available. Deployed in more than 70% of Fortune 500 companies, Situational Leadership® transcends cultural and generational differences and equips leaders around the globe with the skills necessary to address a specific challenge, drive behavior change and increase productivity. CLS' diverse product portfolio includes a comprehensive off-the-shelf leadership curriculum founded on our proven, research-based competency model. In addition, CLS has more than 25 years of experience designing and developing award-winning custom training solutions.

CLS services customers both domestically and internationally through an extensive network comprised of over 200 learning professionals in more than 35 countries. Our global affiliates and facilitators understand the nuances present in each culture, allowing for the delivery of innovative, high-quality training programs in localized languages.

Our Values:

At The Center for Leadership Studies, we view each customer opportunity as a long-term partnership. In such relationships, we believe that the values of the people that you choose



to do business with can have an equal impact on the success of your learning endeavors as can the technical skill sets. Put a different way, we feel it's important for you to know who we are and what we stand for. Below are the values we strive to live by each day. They represent the expectations that we have for each and every CLS team member:

Be Responsive: Service is Inside and Out

Do what you say you are going to do when you say you are going to do it. Don't over promise and never under deliver.

Embrace Teamwork: Invest in Others

Strive to continually develop and nurture your base of personal power.

Own Your Actions: Take Personal Responsibility

Follow through on your commitments with relentless attention to detail, completion and results.

Maintain Your Integrity: Do the Right Thing

Communicate openly and honestly: Develop a reputation grounded in personal and professional credibility.

Have Fun: Take a Minute to Smile

Enjoy the journey (celebrate victories; keep setbacks in their proper perspective). Embrace the fact that work and fun are NOT mutually exclusive terms.

For additional information, please direct inquiries to

jobs@situational.com.