



# POLYNESIAN VOYAGING SOCIETY



## POLYNESIAN VOYAGING SOCIETY (PVS) POSITION DESCRIPTION:

### DIGITAL CONTENT MANAGER

**To apply:** Please submit a resume, one-page cover letter, and samples of your work by email to [employment@pvshawaii.org](mailto:employment@pvshawaii.org) by March 29, 2024. As PVS is hiring multiple positions, please be sure to include the above position title in the subject line of your email.

#### **Polynesian Voyaging Society Overview**

The Polynesian Voyaging Society perpetuates voyaging and wayfinding traditions to ignite the light of ancestral knowledge and forge values-aligned, inclusive relationships that catalyze policies and practices to aloha honua.

To fulfill this mission, the organization operates four inter-related business channels:

- **Moananuiākea Voyaging** – conduct purposeful sails on Hōkūleʻa, Hikianalia and other ʻohana waʻa to perpetuate identity, spirit of exploration, cultural practice and values, as well as cultivate healthy human/ocean relationship;
- **Waʻa Honua** – develop a virtual “3rd canoe” to inspire cognitive/affective learning outcomes that amplify understanding of planetary systems and grow a global network aligned with PVS’ Star Compass of values;
- **Wayfinding Center** – forge a “4th canoe” of key stakeholders to build community and navigate from failed paradigms to a more just and regenerative state; and
- **Organizational Platform** – develop resources, team and systems to assure organizational effectiveness and longevity.

#### **Position Summary & Role**

The Digital Content Manager reports to the Communications Director and Media Content Director, and will collaborate with the communications, storytelling, advancement and administration staff on content to be shared on the PVS website, social media, and electronic newsletter. The manager will support the Communications and Media/Storytelling Teams to create and post digital content on all PVS digital platforms.

The Digital Content Manager must:

- Demonstrate a commitment to the organization’s mission and values;
- Model trustworthiness and accountability;
- Manifest clarity and calm under pressure; and
- Operate in an inclusive and compassionate manner.

#### **Primary Duties**

The Digital Content Manager will manage the content on PVS’s digital platforms and develop strategies to increase awareness and engagement among key audiences. Duties include, but are not limited to the following:

- Developing ways to increase social media engagement and followership;

- Create and upload content including copy, blogs, digital flyers, photos and video to PVS' digital platforms;
- Update and manage content on hokulea.com;
- Test site functionality across multiple platforms and browsers;
- Develop a digital content strategy;
- Build an editorial calendar;
- Work with communications and development teams to manage email marketing by creating/providing content, scheduling email sends, optimizing open rates and engagement;
- Identify new content opportunities;
- Monitor website traffic and social media analytics; and
- Measure and analyze performance of the content.

### **Desired Skills, Qualities and Experience**

The Digital Content Manager must have at least two years experience in marketing, communications and project management. Understanding of traditional Pacific seafaring and a firm grasp of “wa‘a culture” in the Pacific seafaring community is preferred. Desired skills include:

- Able to write clearly and concisely, as well as edit the work of others;
- A clear understanding of the PVS voice and messaging;
- Ability to create engaging and informative content;
- Basic graphic design skills for digital flyers, etc.; and
- Knowledge of latest trends and best practices in social media and digital content.

**Salary Range:** \$55,000-\$65,000/year based on experience and skills.



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