



POSITION DESCRIPTION

Job Title: Content Specialist/Writer
Department: Marketing & Outreach
FLSA: Exempt, full time
Reports To: Director of Marketing & Outreach

About Lakewood

Lakewood is a serene haven in the heart of Minneapolis's renowned Chain of Lakes—a place to come together to honor, remember and reflect. Since 1871, Lakewood's 250 acres of urban memorial parkland have served as a community gathering place and a chronicle of our region's traditions, cultures and people.

As a nonprofit organization governed by a board of trustees, Lakewood honors its roots as a landmark cemetery while reimagining its role in modern life, through thoughtfully designed events, experiences and spaces. Our vision is to make memorialization more relevant, accessible and inviting for multiple audiences and generations.

Description

To support Lakewood's high level of outreach and engagement with families and our community, we are looking for an experienced content specialist and writer to develop and deliver content that helps bring Lakewood's role as a local treasure and an industry pioneer to life. This position will help manage all aspects of the content development process — from creating editorial schedules and writing high-quality copy to content production and lifecycle management.

The ideal candidate is a talented storyteller with a passion for the arts, nature and history, and who would find it meaningful to help people honor, memorialize and remember loved ones.

Responsibilities:

- Professional writing (web, social media, email, brochures, newsletters, event materials, educational articles, presentations, etc.)
- Editorial planning and management
- Production and distribution of content
- Editorial oversight - ensures all content reflects brand voice, quality, clarity and consistency
- Collaboration with Lakewood team and subject matter experts, graphic designers, videographers, UX consultants and others on content development
- Staying updated on industry and local trends; making recommendations to adjust the content strategy accordingly
- Supporting outreach events and programming

Qualifications:

- Bachelor's degree in journalism, communication, marketing or related field

- 3-5+ years of experience writing, developing and managing content, including print and digital content
- Must be extremely well-organized, capable of handling multiple projects simultaneously, and able to easily move between strategic and tactical work
- Ability to write in Lakewood's brand voice and to simplify and clearly explain complicated or generally unfamiliar concepts
- Self-starter who takes initiative and ownership
- Excellent verbal and presentation skills
- Proficiency in Microsoft Office suite, familiarity with social media platforms (Facebook, Instagram), and knowledge of WordPress and/or other online content delivery and engagement tools

Work Schedule

- Position is currently a combination of remote and on-site work; a home office space/desk and internet access are required
- Must be willing and able to manage a flexible schedule, including working some weekends, evenings and holidays as required to support outreach/community events, social media monitoring and other job-related tasks
- Lakewood encourages work/life balance

Compensation

- Range of \$50,000 - \$65,000 (based on qualifications and experience level)
- Benefits include flexible schedule, health and dental plan, 401k, life and disability insurance, paid time off

Submission

Send resume and writing samples to Julia Gillis, Director of Marketing & Outreach, juliag@lakewoodcemetery.org.