MVEF | MT. VERNON EDUCATION FOUNDATION

Investing in Learning. Powering Potential.

OCTOBER 2026

Digital Content & Storytelling Specialist

Turning MVEF's impact into stories that inspire participation and giving

CLASSIFICATION	Proposed independent contractor (1099), subject to classification review
ANTICIPATED TIME	Approximately 40–60 hours/month; flexible around campaigns and events
RATE	$19–$25/hour
TERM	90-day trial period
LOCATION	Hancock County area preferred; local travel to schools and events
EDITORIAL APPROVAL	Executive Director

01 POSITION SUMMARY

This specialist turns MVEF's work into compelling, accurate stories that build awareness, strengthen business and community partnerships, celebrate students and educators, and inspire giving. Working from content supplied by the Executive Director, the role combines planning with hands-on creation.

Every week, Mt. Vernon students and teachers do something worth telling. This role makes sure our community sees it. You'll tell the stories of kids and educators in our own schools, help build MVEF's video presence from the ground up, and have real creative ownership, with a portfolio of meaningful work to show for it.

02 KEY RESPONSIBILITIES

Content Strategy & Storytelling

- Develop an Executive Director–approved monthly content calendar aligned with grants, classroom impact, events, donors, and the Power of 20 anniversary.
- Interview or coordinate with teachers, students, alumni, donors, and business and community partners to capture approved impact stories.
- Create branded photographs, graphics, and platform-appropriate posts, using consent and school permissions as required.
- Help MVEF build a short-form video and reels presence, recommending formats and a sustainable posting rhythm.

Digital Platforms & Campaigns

- Create and schedule content for MVEF social channels, including Facebook and Instagram; adapt for other approved platforms as needed.

- Produce and distribute the monthly MVEF Matters newsletter through Constant Contact using content supplied by the Executive Director, including layout, light copyediting, and proofreading.
- Adapt supplied content into captions, short posts, and web copy for each platform.
- Maintain timely website event, campaign, and program updates and coordinate digital calls to action for registration, volunteering, and donations.
- Develop assets for fundraising campaigns, sponsorships, grant awards, donor recognition, and business and community partnerships.

Brand, Coordination & Analytics

- Follow MVEF brand guidelines and voice.
- Coordinate event details and approved donor lists with the Operations Coordinator; obtain final editorial approval from the Executive Director.
- Track content performance, email results, website referrals, and campaign conversions.

03 QUALIFICATIONS & SKILLS

- Portfolio demonstrating effective social content, visual storytelling, and editing or adapting written copy; short-form video experience strongly preferred.
- Proficiency in Canva, video editing, social publishing, Constant Contact, and basic website updates.
- Sound judgment on student privacy, accessibility, copyright, brand voice, and donor recognition.
- Ability to work independently to agreed deadlines and deliverables, and to pass a background check for work in MVCSC schools.

04 EXPECTED DELIVERABLES & ACCOUNTABILITY

- Monthly: editorial calendar, scheduled posts, one MVEF Matters newsletter, and at least two impact stories (photo feature, graphic, or video). Video and reels will be phased in as a priority growth area.
- Each campaign/event: approved graphics, promotional schedule, calls to action, and post-event recap.
- Monthly: brief dashboard of content, engagement, newsletter metrics, and recommendations.
- Content volume and priorities will be set based on available hours, with flexibility for major fundraising events, campaigns, and time-sensitive initiatives.

05 SCOPE & WORKING RELATIONSHIPS

The contract will define deliverables, approvals, content ownership, confidentiality, and turnaround times. The contractor provides their own computer, phone or camera, and editing software; MVEF provides access to its Canva, Constant Contact, website, and social accounts. Foundation office space is available for meetings, collaboration, and content gathering, but is not required. Hours exceeding the monthly range require advance approval from the Executive Director.

> **CLASSIFICATION NOTE**
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> This engagement is intended to be a 1099 independent contractor relationship, subject to review of the actual working arrangement under applicable federal and Indiana rules. Providing optional office space does not, by itself, establish contractor status.

06 HOW TO APPLY

Send a résumé, a portfolio link, and a brief note on how you would approach your first 90 days to Renee@MtVernonFoundation.org by November 5, 2026.