

Position: Sr. Writer & Content Developer
Reports To: CEO
Type: Exempt
Location: Baltimore, MD (Remote Work Possible)

ORGANIZATION PROFILE

The Business Network for Offshore Wind (the Network) is leading the way toward building an offshore wind industry in the United States. Bringing together top developers, global experts, and member businesses, the Network has become the leading convener and thought leader for the offshore wind (OSW) community. The Network's events, programs, products, and services have become the critical industry resources needed to inspire, inform, and influence critical business decision-making and unprecedented networking and relationship/partnership opportunities across the OSW community. The Network hosts numerous events throughout the year to ensure member engagement and advance the offshore wind industry.

POSITION SUMMARY

We are seeking a talented Sr. Writer & Content Developer to join our team and create high-quality written content for various mediums such as websites, social media, blogs, articles, conferences and more. The ideal candidate should possess exceptional writing skills, creativity, and the ability to produce engaging content that appeals to our target audience.

Key Responsibilities

- Research and generate ideas for written content
- Utilize desktop research, phone and face to face interviews, trade magazines and colleague input to identify key topics, debates, industry challenges and opportunities for content creation
- Conduct interviews, attend press conferences, and gather information from sources.
- Write clear, concise, and compelling copy for a variety of mediums
- Ensure all stories are accurate, balanced, and meet ethical and legal standards.
- Collaborate with team members and stakeholders to understand project requirements
- Proofread and edit content to ensure accuracy, grammar, and style
- Stay up to date with industry trends and developments to ensure content remains relevant
- Meet deadlines and work within specified budget constraints
- Use social media to gather and disseminate information

IPF Program Development

- Assume full content ownership of the IPF program/agenda and ensure that program production runs on deadline and on schedule working closely with cross- functional teams
- Write and produce a commercially viable conference program market including workshops, panel discussion topics, keynote speaker presentations and facilitated discussion
- Manage all panel preparation calls and provide notes, updated throughout conference series where appropriate.
- Work with conference sponsors to ensure integration into the programs appropriately with the best speakers to cover designated topics

- Liaise daily with program and policy, membership, and business development to leverage and consolidate ideas, shared resources, and cross sell event opportunities

Recruitment & Speaker Management

- Manage the workshop submission process
- Manage the IPF Advisory Committee
- Curate a list of event speakers that will be interesting and a draw for attendees
- Source, select, and secure the participation of high-level speakers through research, networking, and existing contacts to achieve your target requirements
- Recruit and prepare conference moderators/chairs
- Recruit and manage the IPF advisory board(s) for assigned conferences
- Recruit outside speakers for assigned conferences
- Liaise with both marketing and speakers on agenda development and presentations
- Review all presentations for relevancy and messaging
- Develop, implement, and maintain a member speaker's bureau using Salesforce to enable identifying on members for speaking roles and developing agenda content

EDUCATION AND EXPERIENCE

- Bachelor's degree in English journalism, communication, or related field.
- Experience and/or knowledge of offshore wind energy or alternative energy highly desirable
- Proven experience as a news reporter or in a related role.
- Strong writing and storytelling skills.
- Ability to gather and analyze information quickly and accurately.
- Excellent communication and interpersonal skills.
- Familiarity with newsgathering techniques, technology, and social media.
- Excellent research and analytical skills
- Ability to write in a range of styles and formats
- Excellent organizational skills, including multitasking, time management, and meticulous attention to detail
- Excellent research skills
- IT competency – must be proficient with Teams, Asana, Excel, Salesforce, and other IT Platforms
- Familiarity with SEO and digital marketing concepts
- Strong attention to detail and ability to work under pressure
- Ability to work independently and as part of a team as well as manage staff and delegate, monitor, and evaluate team and individual work activities and performance effectively
- Capacity to think and act across the boundaries of functions, organizational cultures, and global cultures.
- Experience in maintaining and building enriching business relationships with senior and executive leaders across international, national, and local levels
- Ability to travel
- Ability to handle pressure, make split-second decisions and work in a fast-paced environment

BENEFITS

The salary range for this position is commensurable with experience. For full-time, benefit eligible employees, the Network offers an excellent range of benefits including:

Medical Insurance
Dental and Vision Benefits
Employee Life Insurance
Employee Short- & Long-Term Disability
Paid Vacation
Generous paid leave
401K Plan

WORKING CONDITIONS

- Work is in an office environment

BNOW provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the Business Network for Offshore Wind complies with applicable state and local laws governing nondiscrimination in employment in every location in which we employ staff. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.