



SAN FRANCISCO ZEN CENTER

Content Creation Manager Job Description

Title of Position: Content Creation Manager
Department: Content Department
Reports to: Director of Content
Work directly and/or
Consults with: Temple Media, Branching Streams writer
Work Status: Full-time, Exempt
In person / remote: Either
Salary: \$70K to \$74K, DOE

San Francisco Zen Center: San Francisco Zen Center (SFZC) was established in 1962 by Shunryu Suzuki Roshi (1904–1971) and is one of the leading Buddhist practice and training centers in the West. The SFZC community includes internationally known Zen teachers, short and long-term residential students, non-residential lay practitioners, ordained priests, and visiting guests. SFZC operates three practice centers in California: City Center (San Francisco), Green Gulch Farm (coastal Marin County), and Tassajara Zen Mountain Center (Ventana Wilderness, inland from Big Sur).

SFZC's mission is to express, embody, and make accessible the wisdom and compassion of the Buddha as taught and practiced in the Soto Zen tradition. Its vision is to embed diversity, equity, inclusion, and accessibility throughout its teachings, practice, organizational culture, policies, and operations.

Position Overview: The SFZC Content Department is responsible for assuring that all outward-facing (to the public) materials – visual, audio, and written – produced by SFZC are coherent, cohesive, correct, and align with our mission. The department supports the marketing and communications strategy as outlined and implemented by Temple Media.

Position Summary: The Content Creation Manager is responsible for creating, editing, and managing multiple types of content for Francisco Zen Center's activities such as programs, events, fundraising, and membership, as well as nontransactional messages and announcements. This position holds the voice and continuity of the organization and assures that all materials are accurate. The goals of this position are to create and execute efficient and effective content; foster a

sense of belonging and inclusion to a wide range of constituents; and communicate SFZC's core values, identity, and mission.

Key Areas of Work Responsibility (including but not limited to):

Copy Editing – copy edit all SFZC communications 30%

Weekly Sangha News -- all copy

All Development materials (including but not limited to Year End letters, socials and emails; ZAT letters, socials, and emails; monthly volunteer & membership newsletter)

All articles and posts for Sangha News Journal (blog)

All online ads

All marketing and drip emails

All new web copy for classes, practice periods, retreats, testimonials

All new copy for improved/updated general web pages

All Abbot and other high-level letters and communications

All printed assets such as brochures, handouts, publications

Copywriting 25%

Create new material/pages for web

Create blurbs for Sangha News, socials, social ads

Any new copy for other assets such as flyers and brochures

Copy for campaign letters

Editorial 25%

Oversee writers to produce 2-3 Sangha News Journal articles a month. Includes pitching ideas and all copy editing

Produce all copy and images for Impact Report

Produce all copy and images for Tassajara Summer student push

Oversee copy/images for special projects such as book releases

Generate ideas for YEL letter and other high level correspondence

Organize copy and images for In Memoriam

Organize copy and images for special ceremonies such as shusos, ordinations, Mountain Seat, etc.

Promotions for bookstores, hotel rooms, conference centers

Moderate blog and social media comments

Image Curation and Oversight 20%

Provide images for all SFZC publications and promotions, both print and web

Basic Qualifications:

Prior communications experience in relevant organizations or businesses; prior nonprofit experience. Able to function effectively working with several groups at a time. Superb organizational skills; able to effectively initiate, manage and prioritize multiple projects; able to turn visions and

plans into concrete strategies and projects, able to prioritize and meet multiple deadlines. Able to work both independently and collaboratively; exhibits good judgment.

Bachelor's Degree (BA) or equivalent from four-year College or university; or equivalent combination of education and experience. Candidates should have an understanding of Buddhist practice and values. Knowledge of SFZC culture and organization is preferred.

Work Skills Required:

- Skilled at collaborating with teams and team members; able to relate to a wide range of personalities and able to meet them; talented at encouraging others and relating to challenges and solutions those reporting to them may have and need.
- Comfortable working with AI to enhance output. Able to navigate and track complex workflows and deadlines.
- Strong writing and editing skills; ability to craft text for web, email, and print that conveys a sense of offering, rather than selling; able to express SFZC voice.
- Demonstrates creativity and flexibility for working within style guidelines.
- A well-honed eye for selecting images and graphics for complementing SFZC print and online media.
- Excellent communication skills (verbal as well as written); able to communicate effectively with a variety of people.
- Strong work ethic; enjoys completing projects and taking ownership of results.
- Energetic, upbeat approach; exhibits a clear desire to connect with people and connect people to each other; creative, flexible, good problem-solver; enjoys environments that are evolving and changing; enjoys learning new skills

Equipment and Technology Skills Required:

Strong skills utilizing Google Suite, Asana, Zoom, WordPress.

Interested candidates can send a cover letter and resume to humanresources@sfzc.org.