



POSITION TITLE: *Content Developer*  
SUPERVISOR: *Director of Marketing, Communications and PR*  
STATUS: *Exempt*

## About Us

Founded in 1974, cdc b | come dream. come build provides safe, sanitary affordable housing to the citizens of South Texas, and is one of the largest non-profit producers of single-family housing for homeownership in Texas. cdc b is a multifaceted affordable housing organization devoted to utilizing collaborative partnerships to create sustainable communities across South Texas through quality education, model financing, efficient home design, and superior construction.

Our dedicated team members work to improve the lives of low to moderate families and individuals to grow wealth and improve families educational, housing, and financial security. We offer industry competitive compensation, excellent benefits with a five-decade old firm. cdc b is an inclusive and exciting work environment. We are looking for a knowledgeable and self-motivated individual to join our team.

## Summary

Under the guidance of the Director of Marketing, Communications and PR, the Content Developer will produce digital content, develop marketing and advertising collateral, and serve as the primary maintainer of all cdc b websites and intranet. Assist in the planning, implementation and execution of livestreams and virtual events, and document cdc b's work through pictures and videos while having a pulse on emerging technologies and best practices.

## Duties and Responsibilities

- Film and edit impactful videos
- Produce and edit photo and video content for social media channels
- Build and maintain functional and user-friendly websites
- Collaborate with marketing department's staff to execute cohesive design for websites
- WordPress plugin evaluation, management, and maintenance
- Build and maintain organization's intranet site
- Develop graphics for social media posts
- Photograph all cdc b homes and real estate developments during the construction phase
- Photograph all cdc b homes and real estate developments after completion

[www.cdcb.org](http://www.cdcb.org)

[info@cdcb.org](mailto:info@cdcb.org)

(956) 541-4955

901 East Levee Street

Brownsville, Tx 78520





- Develop infographics
- Produce content for cdcb's intranet site
- Produce content for cdcb's newsletters
- Design flyers, brochures, signs and other marketing collateral
- Develop protocols for proper file naming and archival of assets
- Assist cdcb staff with audio/visual and technology needs at in person and virtual events
- Stay on top of digital and content key trends
- Other duties as assigned

#### Required Qualifications, Skills and Experience

- Bachelor's Degree in Communications, Journalism, Graphic Design or another related field
- 1-2 years' experience creating content and managing websites
- Proven ability to film and edit impactful videos
- Strong WordPress knowledge
- Demonstrated experience with multimedia development tools such as Final Cut, Premiere, After Effects, Illustrator, Photoshop, etc
- Demonstrated experience creating content for social media platforms (Facebook, twitter, Instagram, LinkedIn, YouTube, TikTok, etc)
- Extensive knowledge of website management, analytics, design, and SEO best practices and standards
- Well organized with a demonstrated ability to handle multiple projects simultaneously
- Flexibility to work outside normal business hours and travel when necessary
- Knowledge of technical production for livestreams, webinars, virtual forums, and events
- Strong organizational skills, including strong emphasis on attention to detail in all aspects of assigned duties
- Proficient in Microsoft Tools
- Bilingual English/Spanish

#### Supervisory Responsibilities

- N/A

#### Compensation and Benefits

- Salary – \$36,400
- Bonus – Based on production goals met
- 100% of premium for health, vision and dental benefits paid by cdcb.
- Life Insurance

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- 401K retirement plan (no match required)
- 11 paid holidays
- Vacation Days - Based on Length of Service
- Personal Days - Based on Length of Service

To apply submit resume, cover letter to: [mlopez@cdc b.org](mailto:mlopez@cdc b.org)

**cdc b IS AN EQUAL OPPORTUNITY EMPLOYER**

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