

Imago Global Grassroots Communications Associate, Global Office

Location: Remote (within GMT -3:00 & GMT -5:00 time zones).

Start Date: June 15, 2023

Application Deadline: Applications will be reviewed on a rolling basis, please apply as soon as possible.

ABOUT US

Imago Global Grassroots works with organizations, with a focus on grassroots organizations and social enterprises, to help scale up their development impact through strategic/capability-building support. Imago looks to tackle complex development challenges not via technical solutions constructed top-down but rather via a design-driven, iterative, bottom-up approach that puts those closest to the challenge at the heart of solution design and implementation. Using a participatory approach, we work with organizations to define and then implement their scaling-up strategy over the medium term. The process involves understanding the unmet needs through human-centered design, testing their theory of change, and refining their unique value proposition. Together, we assess the organization's current situation, the system in which it operates, the stakeholders it interacts with, and its overall authorizing environment. We also work on their processes and data systems for prototyping innovations, tracking change, and assessing impact. This provides the organization with the necessary scaling-up scaffolding to expand the reach of their solutions while remaining true to their values. Imago currently has projects in India, Africa, Latin America, and the United States.

SUMMARY

Imago Global Grassroots is looking to hire a Communication Associate to help develop and implement the organization's communications strategy to improve our marketing, and outreach efforts. Additionally, to increase our online presence and engagement with our audience. The Associate will also write, edit and proofread Imago's communication materials and aid in the implementation of the organization's overall communication strategy.

GENERAL RESPONSIBILITIES

As a Communications Associate, you will be responsible for the overall coherence and timely implementation of Imago's communication plan. It is expected that you will work with the team members to coordinate content for different communication purposes, including fundraising, email marketing, and social media. The expected areas of work over the duration of the contract are:

Communications, Engagement & Strategy development

- Lead the direction of external and internal communications products. Including, crafting key messages and establishing creative guidance that aligns with our brand and tone.
- Researching, writing, and editing communications content for distribution including photos and videos.
- Regularly collect data, prepare reports/presentations and evaluate the status of Imago's public image and make recommendations for expanding or improving it.
- Maintain, update, and refresh all internal and external branded materials and templates (i.e. PowerPoint, documents, business development materials etc.)
- Help in conceptualizing, writing, and distributing our email marketing efforts.
- Engage communication counterparts of Imago's clients and partners to co-create content and increase engagement.
- Write, distribute, and publish Imago's Annual Report.
- Help plan and implement the Imagos fundraising efforts. This includes email marketing campaigns, donor tracking, rating platforms, and other fundraising efforts.
- Any other communication task as requested by Imago's management team, including participation in weekly team meetings and check-ins across all offices.

Social Media Platform & Website Management

- Manage Imago's social media channels and other relevant platforms, draft content for posts, and assemble social media toolkits.
- Explore the use of social media marketing tools and make recommendations.
- Create written and graphic content that promotes audience interaction, and participation and increases audience presence on Imago's communication platforms.

- Act as the primary focal point for third-party communications contractors (i.e. web developers, printers, graphic designers, photographers/videographers when relevant).
- Assess social media presence of selected organizations for best practices, make recommendations, and apply learnings to Imago's social media strategy.
- Run regular analytics on Social Media, email listserv, and website to inform communications decision-making.
- Propose new ideas and concepts for social media content.

Other responsibilities:

- Support Executive Director, COO, and other relevant managers with preparations of communications material for Board Meetings as required.
- Support operations team on the maintenance of relevant collaboration and internal communications platforms.
- Support the onboarding and training of team members on the use of relevant communications materials and platforms.
- Support with internal and external communication needs of the team as required.

QUALIFICATIONS

The ideal candidate for this role will have a:

Required Skills/Experience

- Deep passion and commitment to improve lives around the world.
- A bachelor's degree (or equivalent) in communications, journalism, digital marketing (or related topic). A Master's degree in communications is a strong asset.
- A minimum of (3) years of previous employment experience in communications (or related field), ideally for the non-profit sector or start-up.
- Fluency in English and Spanish, with strong, confident command of both written and oral English and Spanish.
- Experience in producing digital email marketing communications and content for the web. Familiarity with MailChimp and WordPress is preferred.
- Basic graphic design and layout skills are an asset. Experience with Canva is a must.

- Demonstrated ability to proactively build relationships with other professionals, and to successfully position issues in social media to achieve high-impact placements.
- Strong interpersonal skills, ability to listen and positively represent Imago and its mission
- Ability to implement a strategic communications plan, including digital
- Excellent oral, written, and storytelling communication skills.
- Flexibility and willingness to work in a small organization with a startup feel.
- Proficient in Microsoft Office programs, including Word, Excel, and PowerPoint, and familiar with the Google Workspace environment (Google Docs, Google Slides, etc.)

Desired Skills/Experience

- Experience using social media and web analytics, such as Metricool and Google Analytics.
- Proficient in Adobe programs (i.e. Illustrator, Photoshop, InDesign), and familiar with video editing software.

APPLICATION PROCESS

1. Interested candidates should send a cover letter and resume and a portfolio with a sample of their previous communications work (i.e. portfolio, publications, social media strategy) to [Mauricio Martinez \(mmartinez@imagogg.org\)](mailto:mmartinez@imagogg.org)

The subject line of the email should be Communications Associate, Your Name

Imago is looking to fill this position as soon as possible. Applications will be reviewed on a rolling basis.

We thank all applicants for their time and efforts in submitting an application. Only shortlisted candidates will be contacted.