

Imago Global Grassroots

Communications and Marketing Manager, Global Office

Location: Remote, from a location within time zones +/- 3 hours from ET.

Start date: As soon as possible.

Application deadline: May 15, 2024. Applications will be reviewed on a rolling basis; applicants are encouraged to apply as soon as possible.

Summary

Imago Global Grassroots is seeking to engage and Communications and Marketing Manager to lead the development and implementation of all stages of the organization's marketing and communications strategy. The Manager will proactively contribute to Imago's growing internal team to develop, execute, manage, and analyze marketing and communication materials for both internal and external audiences to support the growth of Imago's brand, image and profile grows in an intentional and strategic way.

About us

Imago Global Grassroots (Imago) has worked with mission driven organizations since 2014 to build capacity and scale impact in a way that respects their unique contexts and strengths. Using a multidisciplinary approach which seeks to place those closest to the challenge at the center of designing solutions, we work together with organizations to address the critical questions for scaling up such as strategic planning, creating and nurturing a culture of learning and adaptation, monitoring and evaluation, and mainstreaming agile methods for process innovation.

Imago is the last stage of growth in an insect when it attains maturity to find its wings. At Imago, we help our clients accelerate the process of finding their wings so that they can hone their potential to scale impact and take flight.

Objectives of the Role

- Lead the strategic and operational direction of external and internal communications products. Including, crafting key messages, and establishing creative guidance that aligns with our brand and tone.
- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments in coordination with the Imago Executive Leadership Team, and other relevant team members.

- Lead the execution of marketing campaigns and programs from start to finish, leveraging internal support and driving collaboration.
- Create, maintain, and conduct analytics reporting across all relevant platforms to key insights for future campaign development and strategies, complete with recommendations on how to adapt and improve approaches taken.
- Analyze insights, trends, and relevant analyses to build successful strategies, and adapt where needed to best engage Imago's audiences.
- Actively develop and maintain internal communications databases and materials to ensure the Imago team, at all levels, is kept informed, connected, and has access to key branding and communication assets.
- Lead the direction and production of external communications products. Identifying new channels to embed the Imago brand that align with marketing objectives.
- Capture and analyze insights from social and communications data to inform decision making.
- Provide guidance and support to senior leadership during high-pressure situations, offering strategic counsel and messaging recommendations.
- Coordinate media relations activities, including drafting press releases, statements, and talking points to communicate key messages.

Responsibilities

- Lead the development an agile marketing and communications strategy for the organization in coordination with Imago leadership and team members.
- Develop, in coordination with Imago team members when relevant, public facing communications assets to meet established marketing and communication objectives.
- Conceptualize, design, execute, and manage marketing and social media content across multichannel campaigns and/or coordinated posts ensuring the alignment of communications and messaging. This includes drafting content for posts and assemble social media toolkits.
- Gather and analyze audience and market insights to inform outreach strategies and build engagement.
- Identify effectiveness and impact of current marketing and communication initiatives with tracking and analysis and, when necessary, adapt accordingly to meet identified goals.
- Establish key performance indicators to understand efficacy of existing social campaigns and adjust strategy for further optimization to improvement.
- Maintain, update, and refresh all internal and external brand materials and templates (i.e. PowerPoint, documents, business development materials etc.)

- Serve as the business process owner of the production of key materials including, but not limited to, Imago's Annual Report and internal brand guides and templates. This includes supporting quality assurance on formatting for key knowledge products and client reports.
- Contribute to the planning and execution of Imago's fundraising efforts to ensure communications and marketing tools used are in line with strategic objectives, and on brand.
- Act as the primary focal point for third-party communications contractors (i.e. web developers, printers, graphic designers, photographers/videographers when relevant
- Support Executive Director, COO, and other relevant managers with preparations of communications material for Board Meetings as required.
- Support the onboarding and training of team members on the use of relevant communications materials and platforms.
- Maintain and update the website, including keeping content fresh.

Qualifications

- Deep passion and commitment to improve lives around the world.
- Fluency in English and Spanish, with strong, confident command of both languages when speaking and writing.
- 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 work experience in communications (or related field), ideally for the non-profit sector or in the international development space.
- Strong attention to detail.
- Strong writing, proofreading, and editing skills.
- Must be extremely well-organized with an ability to manage and meet multiple of short and long-term deadlines.
- Ability to balance competing priorities and perform a wide variety of tasks over the course of the workday.
- Proficiency in Microsoft Office suite (Word, Excel, etc.).
- Proficiency in Adobe Creative Suite (Photoshop, InDesign, Illustrator, etc.).
- Understanding of managing websites and basic HTML/CSS skills.
- Experience in social media strategy and managing organizational social media accounts.

Selection Process

1. Interested candidates must complete the following form and attach their CV in the space provided: <https://forms.office.com/r/QcBp20yHTc>
2. Candidates who are shortlisted, based on their CV and responses to the form, will receive an invitation to an interview that will determine continuity in the selection process.

Applications will be reviewed on a rolling basis and will be accepted until May 15th, 2024.

We thank all applicants in advance for the time and effort dedicated to preparing their application. Only shortlisted candidates will be contacted.