

Imago Global Grassroots

Marketing Manager, Global Office

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

Start date: As soon as possible.

Application deadline: October 2, 2024. Applications will be reviewed on a rolling basis; applicants are encouraged to apply as soon as possible.

Summary

Imago Global Grassroots (Imago) is seeking to engage a Marketing Manager to drive the development and implementation of all stages of the organization's brand, marketing and communications strategy and work. The Manager will proactively contribute to Imago's growing team to develop, execute, manage, and analyze marketing materials for both internal and external audiences to support the growth of Imago's brand, image and profile 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

- Develop and implement an integrated marketing plan for Imago in coordination with the Executive Leadership Team, and other relevant team members.
- Drive the strategic and operational direction of key marketing and communications products.

- Proactively maintain and engage a roster of external contractors to support key activities and projects related to communications and marketing.
- Conduct and maintain analytics across relevant platforms to capture key insights to inform and adapt future campaigns and strategies.
- Remain up to date and analyze insights, trends, and relevant sector analyses to best engage Imago's audiences.
- 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.
- Coordinate media relations activities, including drafting press releases, statements, and talking points to communicate key messages.

Responsibilities

- Lead the development an integrated marketing plan for the organization in coordination with Imago leadership and team members.
- Drive the conceptualization, design, execution, and management of marketing and social media content across multiple channels with a focus on Web, YouTube, LinkedIn, and the creation of pulse moments, to meet identified goals.
- Gather and analyze audience and market insights to inform outreach strategies and build engagement.
- Identify effectiveness and impact of deployed marketing initiatives with tracking and analysis, adapting when necessary to meet identified goals.
- Ensure all internal and external brand materials and templates remain up to date and accessible to colleagues and relevant stakeholders (i.e. document templates, 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 etc.).
- 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.

Qualifications

- Deep passion and commitment to improve lives around the world.
- Fluency in English and Spanish, with a strong command of both languages when speaking and writing.
- A bachelor's degree (or equivalent) in communications, marketing, or a related topic). A master's degree in marketing is a strong asset.
- 3-5 years work experience in marketing (or related field), ideally for the non-profit sector or in the international development space.
- Proven experience in developing and implementing integrated marketing plans, preferably within the nonprofit sector.
- Proficiency in digital marketing tools and platforms, including social media (with a focus on LinkedIn and YouTube) email marketing (MailChimp), and content management systems.
- Demonstrated ability to analyze data and metrics to measure the effectiveness of marketing campaigns.
- Extremely well-organized with an ability to manage and meet multiple of short and long-term deadlines while working remotely.
- Strong attention to detail, creative thinking and problem-solving skills.
- Demonstrated ability to clearly and concisely write or develop, proofread and edit written and visual materials in both English and Spanish.
- A clear and proactive communicator with the ability to work collaboratively with diverse teams and stakeholders across geographies and time zones.
- Proficiency in Microsoft Office suite (Word, Excel, etc.).
- Proficiency in Adobe Creative Suite (Photoshop, InDesign, Illustrator, etc.) considered an asset.
- Demonstrated experience managing websites (WordPress).

Selection Process

1. Interested candidates must complete the following form and attach their CV in the space provided: <https://forms.office.com/r/YhuW89DkAR>
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 Oct. 2, 2024. *We thank all applicants in advance for the time and effort dedicated to preparing their application. Only shortlisted candidates will be contacted.*