



Job Announcement

**Digital Engagement &  
Content Assistant**

**Promundo-US**

Washington, DC

November 2018

Overview

Promundo-US, an international non-governmental organization (NGO) working to promote gender equality and prevent violence, seeks a full-time Digital Engagement & Content Assistant to work in its Washington, DC office. This position will form part of Promundo's Communications team and will report to Annaick Miller, Communications Associate.

About Promundo

Promundo is a global leader in promoting gender equality and preventing violence by engaging men and boys in partnership with women and girls. We believe that working with men and boys to transform harmful gender norms and unequal power dynamics is a critical part of the solution to achieve gender equality. Promundo's formative research and rigorous evaluation, evidence-based programs, and targeted advocacy efforts strive to create change at multiple levels. Since 1997, Promundo's initiatives - in collaboration with partners in more than 45 countries - have reached nearly 10 million people through programs and training, campaigns and community engagement; and over 2 billion potential viewers through media, resulting in broader awareness around gender equality and violence prevention, as well as changes in attitudes and behaviors related to intimate partner violence; sexual and reproductive health and rights; and domestic work and caregiving, among others. For more information, visit: [www.promundoglobal.org](http://www.promundoglobal.org)

Job Responsibilities

We are looking for a creative-thinker, content developer, and web guru who is an excellent communicator to join Promundo as a Digital Engagement & Content Assistant as part of a dynamic communications team. Responsibilities include:

- Social media content development, strategy, and management
- Track and manage communications and media analytics/reach (across website, social media, media mentions, etc.) and formulate recommendations for increased engagement
- Support and manage day-to-day communications with web development agency on updates, troubleshooting and maintenance, as well as implementing SEO strategies
- Update institutional and campaign websites (using WordPress)
- Edit and write institutional and campaign communications (such as blogs, web content,



- social media, etc.) in line with institutional and campaign messaging
- Develop graphic designs and layout materials for research & campaign dissemination (e.g. infographics, promotional materials, postcards, and one-pagers as needed)
- Track and propose strategies for best practices in digital engagement (including across web, social media, and online giving/fundraising strategies)
- Research and propose new, dynamic ways to present and deliver Promundo's messages as well as new research and programmatic findings
- Support the communications team as needed with other responsibilities

### Required Skills and Experience

- Undergraduate degree (concentration in communications, media, international development, gender, public health, or related field preferred) or equivalent work experience of 3 years in a professional setting
- Office experience (communications/public relations/journalism experience preferred)
- Excellent English writing, editing, and proofreading skills
- Excellent attention to detail
- Hard worker and quick learner
- Proactive, able to handle multiple tasks and prioritize well, with strong self-motivation
- Graphic design (Adobe Design Suite, such as InDesign and Photoshop; Canva)
- Photo editing (Photoshop or other software)
- Web management and updating (WordPress or other CMS platform)
- Social media content development and strategy (Facebook, Twitter, YouTube, etc.)
- Communications analytics (Google Analytics, social media analytics, and media monitoring)

### Desirable Qualifications

- Knowledge of gender, masculinities, international development, and/or social justice issues
- Second language skills (Spanish preferred; French, Portuguese, and/or Arabic also useful)
- Experience with social media management tools
- Experience having managed relationships with web development agencies
- SEO strategy
- Film editing
- Coding experience (HTML)
- IT, tech support, and web security
- Digital fundraising strategy

### Compensation

- Salary range of \$40,000-45,000 USD;
- Promundo provides an excellent benefits package including fully paid health/dental/vision, and group life insurance; Employer retirement contributions, Flex accounts, parental leave, and favorable vacation time.



### Start Date

- Flexible start date; January 2019 preferred.

### Process

To apply, please send a 1) resume, 2) cover letter addressed to Annaick Miller, and 3) writing sample of no more than 3 pages to: [jobs@promundoglobal.org](mailto:jobs@promundoglobal.org). Submission of all application materials in one PDF file is preferred.

Application review begins on **December 18, 2018**; additional applications will be considered on a rolling basis until the final deadline of **January 4, 2019**.

Please write "Digital Engagement & Content Assistant" as the subject heading. Please indicate if you are legally authorized to work in the United States, and note how you came across our job posting (e.g. through which job board, listserv, type of communication, etc.). Only shortlisted candidates will be contacted.

Please note that there is another open position with the communications team at Promundo, for an Editorial & Brand Management Assistant. Applying to both positions is an option, but please do specify which position(s) you are applying for and why. Learn more here:

<https://promundoglobal.org/about/careers/>

### Equal Employment Opportunity Statement

Please view this description as a general overview, but not a mandatory comprehensive list. If you feel passionate about our efforts and believe that you have the skills to contribute and lead in this role, do apply. We want to hear from you!

Promundo-US is committed to creating and maintaining a diverse and inclusive working space for all employees and to providing employees with a work environment free of discrimination and harassment. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, creed, national origin including ancestry, ethnicity, sex including pregnancy, gender, gender identity, gender expression, and transgender status, disability, alienage or citizenship status, military status, including past, current, or prospective service in the uniformed services, genetic information, predisposing genetic characteristics, marital status, domestic violence victim status, familial status, actual or perceived sexual orientation.