



Job Announcement

Communications Senior Associate or Officer

Promundo-US

Washington, DC
June 2019

Overview

Promundo-US, an international non-governmental organization working to promote gender equality and prevent violence, seeks a full-time Communications Senior Associate or Communications Officer to work in its Washington, DC office. This position will form part of Promundo's Communications team and will report to Alexa Hassink, Director of Communications.

About Promundo

Founded in Brazil in 1997, Promundo works to promote gender equality and create a world free from violence by engaging men and boys in partnership with women and girls. Promundo is a global consortium with members in the United States, Brazil, Portugal, and Democratic Republic of the Congo that collaborate to achieve this mission by conducting cutting-edge research that builds the knowledge base on masculinities and gender equality; developing, evaluating, and scaling up high-impact gender-transformative interventions and programs; and carrying out national and international campaigns and advocacy initiatives to prevent violence and promote gender justice. For more information, see: www.promundoglobal.org.

Job Responsibilities

We are looking for a creative, strategic thinker and excellent communicator who understands how to reach and move multiple audiences to join Promundo as a Communications Senior Associate or Communications Officer as part of a dynamic communications team. Responsibilities include:

- Manage two staff members on the Communications team: the Digital Engagement and Content Assistant and the Editorial and Brand Management Assistant



- Represent Promundo on project or initiative-specific communications working groups with partners
- Conduct, with support, communications and digital advocacy workshops and trainings in the US and with partners in over 55 countries
- Oversee forthcoming Promundo website relaunch project, and update institutional and campaign websites (using WordPress), as needed
- Coordinate, with support, major events and media visibility moments (including event planning, speaker engagement, event promotion)
- Lead storytelling planning and initiatives to document impact of Promundo and partners' programs and campaigns, including for [MenCare: A Global Fatherhood Campaign](#), which Promundo co-coordinates
- Support on major campaign development and outreach (on the topics of men's caregiving/fatherhood, and healthy, connected boyhood)
- Manage new Writing Fellows program
- Plan and manage communications project budgets and timelines (including publication production, web design, film development, storytelling assets)
- Edit and write institutional and campaign communications (such as blogs, web content, social media, etc.) in line with institutional and campaign messaging
- Serve as a liaison between Program, Research, and Business Development Departments, ensuring close collaboration and thought-partnership between the Communications Department and others
- Represent Promundo publicly, as needed, at various US and international conferences, events, or meetings
- Track, propose, and lead strategies for best practices in digital engagement (including across website, email campaigns, social media, Google Adwords, and online giving/fundraising strategies)
- Analyze communications and media reach and impact data (across social media, website, media mentions, etc.), and formulate recommendations
- Explore and lead on new data visualization strategies for Promundo's research and impact data
- Support the communications team as needed with other responsibilities

Required Skills and Experience

- Undergraduate degree (concentration in communications, international development, gender, public health, or related field preferred) or equivalent work experience
- 3-5 years of relevant experience (communications/public relations/journalism experience preferred)
- Excellent English writing, editing, and proofreading skills
- Excellent attention to detail



- Proactive, able to handle multiple tasks and prioritize well, with strong self-motivation
- Hard worker and quick learner
- Kind, empathetic, and a good listener
- Web management (WordPress or other CMS platform)
- Digital engagement strategy development and implementation (Facebook, Twitter, YouTube, etc.)
- Campaign development and strategy
- Communications analytics (Google Analytics, social media, and media/press analytics)

Desirable Qualifications

- Knowledge of gender, masculinities, international development, and/or social justice issues
- Second language skills (Spanish preferred; French and/or Arabic also useful)
- Experience having managed relationships with web agencies, creative agencies, and/or other contractors
- Previous management experience
- SEO strategy
- Film editing
- Experience with social media management tools
- Digital fundraising strategy
- Graphic design (Adobe Design Suite, such as InDesign and Photoshop)
- Media pitching / public relations experience
- Data visualization

Compensation

- Salary range of \$55,000 - \$65,000
- Promundo provides an excellent benefits package including fully paid health/dental/vision, and group life insurance; Employer retirement contributions, Flexaccounts, and favorable vacation time.

Start Date

- End-July / Early-August 2019

Process

To apply, please send (1) a resume, (2) a cover letter addressed to Alexa Hassink,



and (3) a writing sample of no more than 3 pages to: jobs@promundoglobal.org.

Application review begins on **June 24, 2019**, but we will consider additional applications on a rolling basis until the final deadline of **July 5, 2019**. Please write "Communications Senior Associate/Officer" as the subject heading. Please indicate if you are legally authorized to work in the United States. Please note that only shortlisted candidates will be contacted.

Equal Employment Opportunity Statement

Data shows that women more frequently do not apply to a job because they don't feel that they meet all of the qualifications listed. 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 and is proud to be an equal opportunity employer. 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.