



Part-Time, Temporary Position Announcement  
**Community and Digital Manager**

**Promundo-US**

Washington, DC

December 2020

Overview

Promundo-US, an international non-governmental organization working to advance gender equality, prevent violence, and build healthy masculinity, seeks a part-time Community and Digital Manager focused on [the Global Boyhood Initiative](#) for 2.5 days per week, February 2021-December 31,2021, at a daily rate of \$300.

This position will be working remotely for at least part of the term due to COVID-19 restrictions. Though the position is remote, Promundo-US is a DC-based employer. For tax purposes, you must have residence in DC, MD, or VA. This position will form part of Promundo's communications team and will report to Alexa Hassink, Director of Marketing and 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, girls, and individuals of all gender identities. 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 interventions and programs; and carrying out national and international campaigns and advocacy initiatives to prevent violence and promote gender equality. For more information, see: [www.promundoglobal.org](http://www.promundoglobal.org)



## Job Responsibilities

We are looking for a strategic, organized, and creative thinker and excellent digital communicator to join Promundo as a part-time, Community and Digital Manager as part of a dynamic communications team. Responsibilities include:

- Serve as **advisor and project manager on the Global Boyhood Initiative's digital strategy, and expansion of the Global Boyhood Initiative's primary engagement platform** (primary platform is currently [www.BoyhoodInitiative.org](http://www.BoyhoodInitiative.org)), to accommodate and support a growing global network of organizations.
- Lead, implement, and track a **digital engagement strategy** for the Global Boyhood Initiative's Instagram account (@BoyhoodInitiative) and quarterly newsletter to expand the initiative's following and grow an active digital community. This may include working with Promundo's team to: define a digital engagement strategy with specific goals for the initiative (based on best practices); identify and pursue audience segments; conceptualize and launch hashtag campaigns; create graphic assets; manage the Instagram account; draft newsletter content; and complete monthly impact tracking.
- Lead project management, scoping, and road map for US, UK, and France **Global Boyhood Initiative digital toolkits** which will be built into the initiative's website 2021-2022.
- Lead **individual giving strategy**, particularly as it relates to the Global Boyhood Initiative, in collaboration with Promundo's Business Development team to: define an individual strategy (based on best practices); create a timeline and editorial calendar for implementation; track impact.

## Required Skills and Experience

- 2-3 years of relevant experience and/or education (including in communications, public relations, web management, film and/or photo editing, international development, gender, public health, or related field preferred)
- Excellent English writing, editing, and proofreading skills
- Digital engagement strategy and/or implementation (Instagram preferred)



- Web management (WordPress)
- Digital fundraising/online giving strategy and experience
- Graphic design (Canva and/or Adobe Design Suite, such as InDesign and Photoshop)
- 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

#### Desirable Qualifications

- Communications analytics (Google Analytics, social media, and media/press analytics)
- Second language skills (French preferred; Spanish and/or Arabic also useful)
- SEO strategy
- Photo or film editing
- Experience with social media management tools
- Data visualization

#### Compensation

- \$300/day, for up to 20 hours/2.5 days per week

#### Term

- February 2021-December 31,2021

#### Process

To apply, please send (1) a resume, (2) a cover letter addressed to Alexa Hassink, and (3) and a digital strategy or campaign summary, that you developed, as a single PDF to: [jobs@promundoglobal.org](mailto:jobs@promundoglobal.org) by **Friday, January 22, 2020**.

Please write "Community and Digital Manager" 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.