Job Description

Digital Marketing and Content Associate
Promundo-US, Washington, D.C.

March 2022

Overview:
Promundo-US, an international non-governmental organization (NGO) working to promote gender equality and prevent violence, seeks a full-time Digital Marketing and Content Associate. This position forms part of Promundo-US's Communications team. This position may be based in D.C. (with a hybrid work-from-home/office model) or remotely in the U.S. with a focus on an EST schedule.

About Promundo:
Promundo-US is a global leader in promoting gender equality and preventing violence by engaging men and boys in partnership with women and girls and individuals of all gender identities. 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. With partners in more than 55 countries, Promundo-US’s work – including high-impact research, evidence-based programs, and targeted advocacy efforts – seeks to create a nonviolent, caring, and gender-equitable future for all. For more information, please visit www.promundoglobal.org.

Job Description:
Promundo-US is looking for a Digital Marketing and Content Associate. This role will be filled by someone with a unique combination of a logical and creative background- knowledgeable about digital platform management as well as design. This individual will be responsible for managing the organization's social media, website, and email service provider platforms as well as creative production, such as graphics, infographics, photo, and video edits. The primary areas of responsibility of the Digital Marketing and Content Associate are the following:

- Social media platform management
  - Coordinate and support the development of copy and content across departments and within the communications team
  - Write copy to the organization’s social media accounts and platforms, such as Facebook, Instagram, Twitter, LinkedIn, and listservs
  - Community management, including responding to messages, social media post responses, and forwarding requests/inquiries
Website maintenance and management
  ○ Update the organization’s website’ content, such as blog posts, staff updates, reports, and program information

Email Service Provider management
  ○ Compile copy and assets to draft email campaigns
  ○ Manage and update email groups and segments

PR/Press
  ○ Maintain press database
  ○ Support the production of press releases and press packs for media engagement

Content Asset Development
  ○ Graphic design asset creation and layout materials for Promundo-US platforms, such as infographics, social media content, and promotional materials
  ○ Basic deck and communication design
  ○ Simple video production and editing for communication assets as well as online media

Support the communications team as needed with other responsibilities
  ○ Compile marketing asset packs for campaign partners
  ○ Contribute and help structure the marketing calendar rollout
  ○ Compile data and metrics for campaign reporting on social media, web traffic, press and email campaigns

Qualifications for Consideration:

- Undergraduate degree- preferably in communications, journalism, gender studies, or related fields preferred- or equivalent work experience of four years in a professional setting
- 1-3 years of work experience in a related field, which includes graphic design, social media, website and/or email service provider management
- Able to work remotely and independently
- Proficient using Adobe Creative Suite, Photoshop, InDesign
- Video editing experience a plus, familiar with applications, such as iMovie, Premier, and/or FinalCut
- Excellent English writing, editing, and proofreading skills; experience with copyediting
- Excellent attention to detail
- Hard worker and quick learner; able to pick up on institutional voice and shape research and programmatic findings for a broad audience
- Proactive, able to handle multiple tasks and prioritize well, with strong self-motivation
- Project management and/or budget management experience
- Able to conceptualize, execute and assess communications initiatives

Compensation:

Promundo-US offers salary ranges that are competitive and fair in the Washington, DC not-for-profit and
related sectors. For this position, the range is $50,000-$60,000 depending on years of experience and academic qualifications. The position includes fully paid health insurance, four weeks of paid leave, and retirement benefits.

**Start Date**

The proposed starting date is April 2022.

**To Apply**

To apply, please send the following documents as one single PDF file labeled FirstName_LastName_Comms no later than March 30, 2022, to jobs@promundoglobal.org:

1. Cover letter
2. Resume
3. Work examples, including a design portfolio and past digital management, which can be social media posts, and/or blog posts
4. Three professional references

In addition:
- Please write “Digital Marketing and Content Associate” as the subject heading.
- Indicate if you are legally authorized to work in the United States.

Only shortlisted candidates will be contacted.

**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, 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.

We are an equal opportunity employer and we strongly encourage Black, indigenous, people of color, women, people with previous felony convictions, members of the LGBTQIA+ community, and others who identify with underrepresented groups to apply.