Girl Rising - Communications Manager

Girl Rising Background and Mission
Our Mission - Girl Rising uses the power of storytelling to change the way the world values girls and their education.

To achieve our Mission, we:

- CREATE films, media content and educational resources that [vividly] tell the stories of girls and how the ripple effects of educating girls transform families, communities and entire nations.
- COLLABORATE with organizations around the world to support locally led change that accelerates and strengthens quality education and greater opportunity for girls.
- ACTIVATE change by inspiring individuals, from parents to presidents, to support action for girls’ education.

Position Description & Qualifications
The primary responsibilities of the Communications Manager are:

Strategy and Execution

- In collaboration with the Director of Communications, Head of Development and Senior Manager of Global Community, develop and execute Girl Rising’s communications strategy as well as communications strategies for social media, specific projects and initiatives including fundraising campaigns, events, and program-related activities. The strategy aims to build brand awareness, strengthen advocacy, and grow our community of supporters.
- Oversee organizational adherence to brand guidelines and ensure that all communications align with Girl Rising’s values and mission.
- Maintain the communications editorial calendar.

Communications Assets

- Oversee and maintain Girl Rising website, including the creation of new webpages, regular updates, and managing Girl Rising’s SEO & Google Ads Grant.
- Develop and execute social media activities across all Girl Rising channels. This includes photo selection, the creation of graphics as well as drafting of corresponding copy.
- Develop Girl Rising monthly newsletter and email campaigns, writing calls-to-action and Girl Rising updates and designing corresponding banner images.
- Manage Girl Rising mailing lists and ensure they are updated and segmented on a regular basis.
● Manage communications of event and campaign rollouts, including development invitations. This includes event blurbs and descriptions as well as image selection and design
● Manage Girl Rising decks. Identify images, craft copy, and develop design templates
● Assist with drafting of articles and Op-Ed pieces for Senior Management team as needed
● Identify inspiring Girl Rising stories and exercise good storytelling skills

Data and Assets
● Manage Girl Rising’s communications asset library
● Manage Girl Rising’s art and logo library
● Oversee video production and editing social media and special events
● Monitor and report on Girl Rising’s on-line engagement

Skills & Competencies:
Qualified candidates will possess a passion for the mission of Girl Rising, along with:

● A Bachelor’s degree from a four-year college or university and a minimum of 4 years of related experience
● Excellent writing skills
● Strong design skills and experience with Photoshop
● Keen attention to detail
● Understanding of current social media platforms and their use for donor engagement / strategic messaging
● Proven results in implementing communications strategic plans, including social media
● A positive attitude, strong teamwork ethic and the ability to take complete ownership of responsibilities
● The ability to work under pressure and time constraints as well as to handle a number of tasks simultaneously
● The ability to be strategic, creative and flexible in the planning and execution of goals and strategies
● The ability to work well with people at all levels and to develop and maintain beneficial relationships with colleagues, donors and community members
● Passion for Girl Rising’s mission

Girl Rising, a US based non-profit, is an Equal Opportunity Employer. We consider all applicants on the basis of merit regardless of their race, sex, religion, disability, sexual orientation, age, veteran status, or any other protected class under federal, state, or local law.

To apply, please submit your resume, cover letter and up to three samples of your work to jobs@girlrising.org. Please put your first and last name as the first word of your files.