



CHOICE HUMANITARIAN
ending extreme poverty

Marketing and Communications Coordinator

CHOICE Humanitarian is seeking a Marketing and Communications Coordinator to lead its outreach activities, maintain relationships with key stakeholders, and develop new, creative ways to engage a wider audience in the work of the organization.

ABOUT CHOICE

CHOICE Humanitarian is an international NGO dedicated to ending poverty in all its dimensions in remote, underserved areas of Africa, Latin America, and South Asia since 1985. Additionally, we have recently opened a program on Navajo Nation. Headquartered in West Jordan, UT, CHOICE Humanitarian operates with an annual budget of \$4.5 million dollars and a global staff of approximately 80 professionals.

ROLE OVERVIEW

The Marketing and Communications Coordinator is a full-time position that reports directly to the CEO and will be charged with managing marketing, social media, communications content, and public relations programs from start to finish, while partnering with and learning from experienced professionals in International Development.

RESPONSIBILITIES

- Plan and oversee all marketing and communication initiatives.
- Manage the development, distribution, and maintenance of all print and electronic materials including, but not limited to, newsletters, brochures, social media posts, corporate giving materials, and website content.
- Develop and oversee marketing methods and materials for all fundraising initiatives.
- Build and manage relationships with media contacts and academic institutions, in partnership with the Board of Directors' volunteer committee.
- Implement programs and campaigns that raise the visibility of CHOICE Humanitarian.
- Manage strategic implementation of communication strategy, plans, and content calendar.
- Devise and execute response strategies for a variety of media requests, including crisis communication situations.
- Author media materials (press releases, Q&A, talking points, fact sheets, etc.) and provide editorial services to other departments to support proactive and reactive communications activities.



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- Develop and implement social media strategy, with focus on growth.
- Create and manage digital lead-generation initiatives.
- Manage content and maintenance of website.
- Evolve CHOICE communication strategies to realize new opportunities and grow our outreach to a broad range of audiences.
- Other responsibilities as assigned.

SKILLS, EXPERIENCE & ATTRIBUTES

- Bachelor's degree in related field from an accredited college or university preferred.
- At least 2-3 years of experience working in the field of marketing and communications.
- Demonstrated ability to think strategically and to develop innovative marketing campaigns.
- Strong verbal and written communication skills.
- Commitment to collaboration and to working as part of a high-performing team.
- Demonstrated organizational, staff, and project management abilities.
- A strong commitment to making a difference and a belief in CHOICE's mission to end poverty in all its dimensions.
- Ability to effectively convey the CHOICE narrative in a way that plays across multiple cultures.
- Availability and desire to travel to the countries where we work.
- Computer proficient in Microsoft Office and Google Suite.
- Experience and skill with WordPress, Adobe Suite, and other platforms preferred.
- Spanish-speaking preferred.

COMPENSATION PACKAGE

Competitive compensation package with health, dental, and vision benefits, retirement plan with company match, PTO, paid holidays, global travel opportunities, and a competitive salary commensurate with experience. Expected salary \$35,000-\$50,000, DOE.

Applicants should submit a resume, letter of interest, and 3 references. All materials must be submitted by **Wednesday, February 17, 2021**. Upon selection for a virtual interview, we will ask for a 2-minute video to explain why you are applying for this position with CHOICE Humanitarian and why you are a good fit for the role.

Please submit all materials using the following Google Form:

<https://forms.gle/iaoa5Pt85FSEFSP38>.

For any questions, please reach out to Dr. Steven Pierce at spierce@choicehumanitarian.org.

Visit: www.choicehumanitarian.org for further information about the work of CHOICE Humanitarian.



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