



1370 Avenue of the Americas, 29th Fl • New York, NY 10019 • 347-563-7452
info@worldconnect-us.org • worldconnect.global

JOB DESCRIPTION:

Marketing Communications Manager

Sector: International Development
Function: Marketing/Communications
Location: Flexible
Work Environment: Remote with intermittent in-person time
Travel Requirements: As needed
Salary range: \$75,000-\$80,000 based on experience
Employment Status: Full-Time (40 hours), Exempt
Reports to: Executive Director

ORGANIZATION DESCRIPTION:

World Connect activates power inside communities by co-investing with them to advance progress on their terms. The result of this co-investment model is a more effective, cost efficient, high impact, and sustainable local development paradigm that can address urgent inequities worldwide. World Connect's investments have improved health, education, the environment, and economic opportunity for more than 3.6 million people across 42 countries with 2,055 co-investments to date. World Connect is building a network of locally-led development hubs worldwide to advance localization and sustainable development.

POSITION OVERVIEW:

World Connect is looking to hire a Marketing Communications Manager responsible for developing and executing a marketing and communications strategy to enhance the visibility and impact of World Connect. The organization recently completed a new brand strategy and is looking for someone capable of orchestrating the production of all necessary assets and rollout of this new brand strategy. The Marketing Communications Manager will be expected to comb through project reports and files, image libraries, study trends with an eye to both the technical and strategic positioning for the organization, and routinely produce media content that clearly articulates the organization's mission, its project work, and opportunities to support the work. The Marketing Communications Manager, in collaboration with the Global Director of Partnerships, will lead regular communications with the organization's existing network and expand its network through events, emails, social media, annual reports, and routine correspondence. They may also manage vendor relationships related to graphic design or website technical needs, as needed.

RESPONSIBILITIES:

- Implement a global marketing communications strategy aligned with World Connect's global development work and adjust and update the strategy as needed
- Oversee the development, quality, and coordination of all brand and media assets to ensure consistency and clarity across the organization and optimization of all platforms and stories, including:
 - Promotional material (decks, flyers, videos, merchandise, business cards, etc.)
 - Global websites
 - Social media
 - Email communications

- Event material production
- Amplify press coverage and visibility
- Stay current on all global project updates in real time and utilize the best stories to promote World Connect; the role may include occasional travel to project sites and country offices to gather content or oversee content development, to support donor communications and grantee visibility
- Support grantee partners and grantmaking leads in developing and maintaining photo and video libraries, and conduct training on best practices for gathering stories, developing, and distributing media material
- Ensure consistency in brand design and messaging across organization network
- Ensure all media assets are routinely updated
- Build analytics dashboard for distribution to senior team and board, track and analyze the effectiveness of campaigns and social media engagement, providing regular reports to leadership and recommendations for strengthening our messaging and efforts
- Manage the Communications Committee of the Global Board of Directors, staffing three meetings per year
- Update, maintain, disseminate branding guidelines handbook to staff, educate staff and board on branding protocols
- Support the Executive Director and Global Director of Partnerships in drafting donor correspondence

QUALIFICATIONS:

The Marketing Communications Manager will be mission-driven and team-oriented and ready and willing to support the growth of an innovative non-profit organization in a variety of ways. Applicants should have the following skills:

- 8-10 years of global media and marketing experience, preferably with experience working in emerging economies
- Expertise with optimizing engagement across multiple social media platforms including Facebook, Instagram, LinkedIn, TikTok, Threads, X, and BlueSky and a finger on the pulse of the changing dynamics of social media tools and trends
- Meticulous writing and editing skills
- Efficient, organized, excellent time manager, superb interpersonal communication skills, and strong project management experience
- The successful candidate can demonstrate their dedication to global development
- Adobe Pro, Photoshop, Canva, and other graphic design and media building tools a plus
- Additional languages besides English a plus

To apply: submit resume and cover letter to hr@worldconnect-us.org with World Connect Marketing Communications Manager in the subject line.

All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, pregnancy, disability, age, veteran status, or other characteristics.

World Connect offers:

- Employer-paid health, dental, and vision insurance for employees and their families.
- 401k retirement plan.
- Paid time off includes 4 weeks vacation, 11 paid holidays, summer Fridays, additional PTO for health and personal leave, and paid family leave.