

Job Description

Job Title:	Digital Media Associate
Department:	Communications
Reports To:	VP of Communications and Marketing
FLSA Status:	Exempt
Grade and Salary:	1 (\$50,000 - \$52,500 Annually)
Location:	iDE Headquarters, Denver CO
Anticipated Start Date:	January 2023
Application Deadline:	

Background

iDE is an international nonprofit dedicated to combating poverty in the developing world not through handouts, but by helping rural households access the tools and knowledge they need to increase their income and improve their health and well-being. iDE has 40 years of experience and programs in 11 countries in Africa, South Asia, South East Asia, and Central America.

IDE's vision, to catalyze the power of entrepreneurship to allow millions of people to lift themselves out of poverty, is ambitious and bold. We need a person who is, first and foremost, passionate about this vision and wants to harness the power of digital media to help iDE achieve it.

We are looking for a creative, organized, and energetic professional to support the Communications team with digital outreach. The ideal candidate has the courage to take a big vision and devise a strategy and timeline to execute that vision in the digital space. This individual has a passion for engaging with social media and an unending curiosity to discover new and creative ways of doing things. This candidate will be passionate about storytelling, have a gut instinct for what people want to read, why they hit the "like" button and why they share online.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

Analysis & Strategy

- **Listening:** Observe online behavior of our audience segmentation in public platforms. Audit relevant social media channels, and understand the communication norms and styles within each segment. Monitor other actors in our space and share insights with the team.
- **Innovation:** Bring new ideas to the table to leverage the evolving nature of social media.
- **Audience Growth:** Develop strategies to attract new followers.
- **Dissemination:** Ensure all relevant communications products are disseminated through proper social media channels.
- **Data:** Use google analytics and platform data to analyze what is working and what isn't. Track progress towards goals. Leverage data to inspire new tactics and approaches and refine existing ones. Gather insights to inform frequency and tone of posts.

Creating & Executing

- Production: Develop an organized system to create content according to an editorial calendar and in alignment with the messaging strategy.
- Creation: Conceive ideas for celebrating international holidays, like World Toilet Day and International Women’s Day. Create stories about the entrepreneurs and microbusinesses that are engaged in our programs. Develop graphics according to iDE’s look and feel, color correct and size photos in Photoshop.
- Engagement: Continue evolving iDE’s unique personality and engage audiences in dynamic, fun, professional and consistent dialogue. Seek to go beyond the facts to communicate the “so what” of our work: why people should care and even be inspired by our work in ending poverty.
- Online Fundraising: Develop fundraising campaign content based on campaign brief, build donation pages on website, work with Salesforce manager to process donations.
- Email Marketing: Collaborate with the team to achieve integration and consistency across channels. Provide backup support on Salesforce and Pardot.
- Website: Add job postings to careers page, build new pages, size and crop photos to specs of each web page template, maintain website systems, write SEO copy for new pages, ensure every page has an SEO image.

Teamwork & Intra-Organization Collaboration

- Provide support and guidance to country office teams that operate local social media accounts. Collaborate on cross-promotion opportunities. Provide guidance to all staff on how to engage with global social channels, and how they can leverage their personal audiences to promote awareness of iDE.
- Respond to requests from other departments and our country office teams. Seek to understand their needs, provide appropriate support, and communicate expectations.
- Collaborate with our Canada team, our country offices, and HQ departments to ensure consistency and efficient use of assets.
- Promote the conferences where iDE staff are attending or presenting. Work with others to understand why the conference is important to iDE and what we want people to know.
- Proactively collaborate and provide support to all members of the Communications team. Bring an open mind to problem solving in service of the organization’s mission.
- Engage in an open welcoming way with all colleagues so that all staff feel part of the iDE community.
- Use Asana, Adobe, and Google Suite on a daily basis to organize and execute your work in a way that is visible to the team and others.

Qualifications

- Clear, concise, compelling writing for the digital space
- Associate’s Degree in Communications, Marketing, or related field
- 2-4 years of experience in a communications, marketing, or other relevant role
- Experience managing and executing across multiple social media channels
- Graphic design skills are required
- Data analytics skills are required

- Fluent in English. A second language that's used in an area where we work is a plus (ie, Spanish, Portuguese, Vietnamese, Khmer).

Personal Attributes

- Demonstrates empathy, humility, and respect in the workplace
- Willingness to ask questions and seek feedback
- Able to move quickly and adapt to changing contextual needs in order to solve problems
- Ability to execute day-to-day tasks and work independently
- Flexibility to work across multiple time zones and languages
- Proven ability to meet deadlines
- Analytical and detail-oriented
- Ability to simplify complex, technical subject matter
- Excellent problem-solving ability
- Excellent verbal, intercultural and interpersonal communication skills
- Enthusiastic with a sincere interest in the goals of the organization

Fluency Required in Multiple Software and Digital Apps

The ideal candidate will come with an aptitude for learning and operating within multiple software platforms. Below are examples of software the candidate will need to master for this position:

- CRM database management, such as Salesforce
- Email marketing platforms (experience with Pardot is a plus)
- Google Analytics and Google Adwords
- Social Channels: Facebook, Twitter, LinkedIn, Instagram, Youtube, Hootsuite
- Website CMS Platforms
- HTML and CSS
- Google Suite: Drive, Docs, Slides, Sheets, Forms, Sites, Mail
- Adobe Photoshop and Canva
- Microsoft Office: Word and Excel

Physical Demands

- The working conditions and physical demands described here are representative of those the Associate encounters while performing the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions
- Normal work hours are Mondays through Fridays 8:30am. to 5:00pm. Work is performed primarily in an office environment. Occasional domestic and international travel required
- Normally required to see at far and close range, and communicate verbally through listening and speaking
- Frequently required to sit, use hands and fingers to handle and operate objects, devices and controls. Occasionally required to walk, reach with arms, lift and/or move up to 25 pounds
- Regularly operates telephone, computer, software and printer, copy machine, and similar office machines.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Other:

- Equipment used: all office equipment
- Access stairs, elevator
- International Travel
- Variable Work Hours/Shifts

EEO Statement

iDE is an equal opportunity employer. We believe every employee has the right to work in an environment that is free from all forms of unlawful discrimination. Consistent with applicable laws, iDE makes all decisions involving any aspect of the employment relationship without regard to race, color, sex, creed, religion, age, ancestry, marriage to a coworker, national origin, citizenship, the presence of any sensory, mental, or physical disability, veteran status, sexual orientation (including transgender status), if applicable, or any other status or characteristic protected by local, state, or federal law. Discrimination and/or harassment based on any of those factors are inconsistent with our philosophy of doing business and will not be tolerated. This policy of non-discrimination applies to all aspects of recruiting and employment, including compensation, benefits, advancement, transfers, terminations, and reductions in force.

To apply for this position, please submit your most recent CV and cover letter via Workable:

<https://apply.workable.com/ide-global/j/CF4A678592/>