

Content Coordinator

January 2023

Context

Initiatives of Change is a world-wide community of people of diverse cultures and backgrounds, who are committed to the transformation of society through changes in human motives and behavior, starting with their own.

Initiatives of Change International (IofCI) is a voluntary, donation- and grant-funded nonprofit association of national legal bodies (national teams) and international programmes. We are registered in Switzerland and we serve as the central hub for a global network of both teams and individuals who are leading community-based initiatives.

We have an opportunity for a **Content Coordinator** to join the IofCI Communications team. You will be interacting with the leadership, other departments and engaging with members of our international community.

Primary Tasks and Responsibilities

- Support the Communications Manager in developing annual communication plans/calendars
- Create various forms of content for distribution to external and internal audiences via email; newsletters, online publications, website posts, event promotions, fundraising campaigns and annual reports;
- Coordinate Social Media posts with other members of the team, especially with the Social Media Officer (or person responsible for Social Media)
- Work closely with our International Webmaster to coordinate the sharing of content created by people/teams from our global network via IofCI website and global intranet (xChange)
- Work closely with Communications manager, Development Officer (Fundraising) and others on developing a Marketing Strategy
- Efficiently use, maintain and review various online tools and platforms used for content creation, sharing, storage and collaboration
- Develop effective communications process and templates to be leveraged via email marketing
- Drive member engagement through segmentation tools, curated messaging, and email automations
- Establish communication metrics and evaluate results of communications/campaigns
- Coordinate language translation where needed

- Work with the Brand Officer to maintain lofC International's brand integrity on lofC team websites, social media channels, and other communications.
- Provide support for virtual lofC events where required.

Experience and Skills

Experience and qualification

Required:

- Minimum 2 years professional experience working in a communications role
- Experience with email marketing software, preferably Mailchimp
- Experience with content management systems
- Commitment to lofC's mission and values, reflected both in their work and personal life.

Desirable:

- Minimum of an undergraduate degree in media, journalism, communications or a related field
- Experience working or volunteering for a charity or non-profit organisation.
- Previous experience with Initiatives of Change.
- Experience coordinating and managing occasional printing and distribution of member communications
- Experience creating channel specific content for social media
- Experience with cloud-based collaborative applications, such as Office365, Google Suite, etc.
- Fundraising and grant writing and event campaign experience
- Experience coordinating communications in multiple languages
- Experience hosting Zoom meetings, including breakout groups and interpretation
- Knowledge of Drupal.

Skills

Essential:

- English native speaking
- Excellent content writing (web and print)
- Attention to detail (editing and proofreading)
- Project management (time management and asynchronous work).

Desirable:

- Search Engine Optimization (SEO) knowledge/application skills
- Digital Media creation (Adobe or Canva)
- Web Analytics knowledge/application skills.

Terms and Conditions

Remuneration will be for 2 to 3 days per week and will be commensurate with experience. Remuneration will be discussed at the interview.

You will work mostly from home/your office. The position is self-employed. The length of engagement will initially be for one year with possible renewal.

Start Date

February 2023

Application

Are you interested? Send the following to <jobs@iofc.org>

- A short letter of motivation
- Your Curriculum Vitae (PDF format)

Closing date for applications: **extended to 30 January 2023**

Interviews will be held online as soon as possible after the deadline.

Due to the high volume of applications only successful candidates will be contacted.