



POSITION DESCRIPTION

Position: Digital Communications Officer

Reports to: Director of Communications

Organization description:

Inspired by the teachings of Jesus, Agros International's mission is to break the cycle of poverty and create paths to prosperity for farming families in rural Latin America. Founded in 1984, Agros advances a holistic model of economic and social development through four key opportunity areas: land ownership, market-led agriculture, financial empowerment, and health & well-being. To date, Agros has partnered with 45 rural communities in El Salvador, Guatemala, Honduras, Mexico, and Nicaragua, impacting the lives of over 12,000 people.

Position description:

The Digital Communications Officer (DCO) tells the story of Agros' programs and impact to a broad audience through a variety of digital channels with a primary goal of generating new, continued, and increased philanthropic support of the organization. The DCO must be adept at working in a range of digital communication areas for non-profits such as paid and organic social media, website, SEO, Google Ads Grant, Google Analytics and email marketing. The ideal candidate has a strong technical aptitude for digital communications as well as a creative touch for design and writing. The DCO will collaborate closely with Agros' Communications Director on overarching communications strategy, and together they will be responsible for execution of that strategy. The DCO will also support general communications activities and operations and work closely with Agros' development/fundraising team.

The DCO will start in a six-month contract position in which they will help conceptualize and launch improved digital strategies at Agros, as well as fill immediate communications needs during a planned 3-month leave of the Director of Communications. Though dependent upon performance and grant funding, it is expected that the position will convert to a full staff role in late 2021.

Essential duties:

- In collaboration with the Director of Communications, conceptualize and implement improved digital communication strategies
- Manage Agros' donor-centered email strategy including list management, policies and procedures, eblast design and content, audience segmentation, nurture campaigns, and reporting/tracking
- Maintain and update Agros website including SEO and Google Analytics; work with outside contractors on site improvements
- Execute online giving campaigns such as GiveBIG and GivingTuesday, among others
- Chart content plan, create content, and report on organic social media (Facebook and LinkedIn); propose strategy for and re-launch presence on Instagram
- Manage paid social media campaigns (Facebook, Instagram, and Google Ads)
- Produce creative, effective digital assets for online fundraising
- Manage and analyze data related to donor acquisition and online giving, identifying key performance indicators and using insights to increase engagement
- Prepare reports for sharing activity and impact with leadership and the field
- Support overall brand consistency
- Manage, utilize, and contribute to Agros' substantive library of photo and video resources

- Support other communications and fundraising projects as needed

Qualifications and experience:

- Four years of experience with progressive successes in digital marketing and/or fundraising, especially in the following areas:
 - Email marketing, including creation of eblasts, tracking and reporting strategies, list creation and maintenance, and nurture campaigns
 - Organic social media (Facebook, LinkedIn, Instagram), including post creation and tracking/reporting
 - Facebook Ads, Instagram Ads, and Google Ads Grant
 - Website maintenance and SEO
- Proven skill and technical aptitude in digital communications and fundraising
- Familiar with donor-centered communications and brand story marketing
- Ability to use Google Analytics, Facebook Insights, and other data reporting tools to track all communications and their impacts and determine improvements
- Creative eye for design
- Skilled in copy writing, editing, and proofreading
- Proficiency with Adobe Creative Suite software: InDesign, Illustrator, Photoshop, Acrobat
- Working knowledge of CRM databases, ideally Raiser's Edge
- Comfortable working in a PC environment, including Microsoft Office Suite
- Ability to manage and organize multiple projects, on schedule, with professionalism and attention to detail
- Ability to collaborate in creative processes as a member of a dynamic communications team
- Ability to self-start and work independently
- Affirmation of and commitment to support Agros' faith-based organizational values as describe in our faith statement: <https://agros.org/about/Faith-Statement>
- Willingness and ability to travel occasionally to Central America
- Proficiency/fluency in Spanish is a definite plus; as is an understanding of Latin America and/or international development

Location:

Agros International headquarters is located in Seattle (downtown/Belltown) and has program offices in Nicaragua, Guatemala, and Honduras. There are 8 team members in Seattle/US and 27 team members in Central America. The ideal candidate will live in the Seattle area. Remote candidates will be considered.

Compensation:

This is a full-time, 6-month contract position. Pay will be based on an annual salary range of \$60,000 to \$70,000 and will include an additional benefits stipend. Upon conversion to a full staff role, benefits include medical, dental, and life insurance, sick time, paid holidays, and generous PTO.

Application process:

Please email a resume and cover letter detailing your interest and qualifications for this position to jobs@agros.org. Correspondence may be addressed to Sierra Golden, Director of Communications. Priority deadline for applications is March 1.