

## Communications Associate

Full-time position

Location: Flexible, to be negotiated with final candidate and preferably in Global South

Closing date: Sunday, April 19th, 2015 (or until position is filled)

### ABOUT FRIDA

Founded in 2010, FRIDA | The Young Feminist Fund is the **only youth-led fund** focused exclusively on supporting young feminist activism to advance social justice movements and agendas across the globe. We believe in the **collective power, expertise, and innovation** of young feminist organizers to address root causes and structures of inequality in order to create lasting change in their communities. To this end, FRIDA:

- **Provides small flexible grants** to fund initiatives led by young women and trans\* youth under 30 years old with small flexible grants for core support, selected through an annual participatory review process.
- **Offers opportunities for capacity development** that are accessible and responsive to the needs of young feminist organizers, and based on linking and learning relationships that strengthen networks of young feminist activists within multigenerational movements;
- **Mobilizes resources** from both traditional and non-traditional sources, with new and modern methods, to enhance the quality and quantity of funding for women's human rights; and
- **Builds knowledge for advocacy** to ensure financial and non-financial policies are inclusive and responsive to the priorities articulated by young women, girls and trans\* youth.

### JOB SUMMARY

The **Communications Associate** will play a strategic role in key aspects of FRIDA's communications work to ensure the story of FRIDA and the young feminist movement is told in a powerful, engaging, and consistent way. The Associate supports the coordination and implementation of the communication activities in different parts of FRIDA's work.

The Association will be supervised by a Co-Director and will work closely with the Resource Mobilization Officer (currently being recruited) and members of the Programs Team. As a small organization, the Officer will work closely with all staff members.

This position is a full time position. The location of the position is flexible and will be negotiated for where the applicant is legally able to reside. The salary for this position is competitive, and commensurate with experience.

### RESPONSIBILITIES

#### Communications

- Work closely with FRIDA Co-Director to develop and implement communications plans and policies, including social media and outreach strategies and editorial calendar.
- Maintain FRIDA's online media platforms (website, Facebook, Twitter, etc) and ensure that information is posted regularly, correctly in a way that is user friendly and attractive.
- Maintain FRIDA's contact list, including cleaning and segmentation.
- Assist in developing guidelines to support and empower staff, grantee partners, Board members, and Advisors in their communications work.
- Manage FRIDA's image database.
- Assist in the creation and distribution of Annual Reports and other major publications.

### **Digital engagement and content generation**

- Produce and/or generate unique online content (eg. videos, infographics, photos) that engages audience segments and leads to measurable action such as awareness-raising, fundraising, list-building, etc.
- Assist in organizing virtual events such as tweet-a-thons, webinars, online discussions, google hangouts, etc.
- Work closely with Co-Director to create and distribute emails, including newsletters, through third-party email software.
- Cultivate relationships with key media outlets including newspapers and bloggers to increase FRIDA's reach and amplify the work of young feminist activists.

### **Other related tasks**

- Participate in FRIDA's strategic thinking and planning for program directions and initiatives.
- Organize events and provide logistical support as needed.
- Travel and represent FRIDA at regional or global meetings as needed.
- Other duties as assigned.

## **QUALIFICATIONS**

### **Required Experience**

- At least two years experience in communications related to activism, women human rights, gender or development.
- Demonstrated experience of grant writing and reporting for social justice, women human rights, or international development organizations.
- Experience working on women's rights and/or youth issues and organizing in the Global South.

### **Required knowledge**

- University degree, or equivalent training/experience, in relevant areas of communications, public affairs, journalism, and/or marketing.
- An understanding of women human rights, feminism, advocacy, activism, and the donor environment around women's rights.

### **Required Expertise & Skills:**

- Demonstrated experience designing and implementing successful communications initiatives and campaigns.
- Strong writing and editing skills, including the ability to tell a good story that inspires people to take action.
- Experience in using website and CRM software, social media platforms, and social media management tools.
- Fluency in English and fluency or high proficiency in a second FRIDA language (Spanish, French, Arabic, or Russian).
- Comfort in working with a diverse team, dispersed around the globe in various time zones.

### **Desirable:**

- Graphic and website design skills and experience.
- Experience with analytics and measurement tools.
- Experience working in women's funds or an organization with staff in multiple countries.
- Knowledge of Salesforce database.

## HOW TO APPLY

Please send:

- 1) Cover letter (addressing how you meet the necessary qualifications and outlines why you want to work for FRIDA)
- 2) Resume or CV
- 3) List of three references
- 4) A recent writing sample up to one page long (optional: can also be or include a link to an example of graphic design skills)

E-mail: [recruitment@youngfeministfund.org](mailto:recruitment@youngfeministfund.org)

Please include Communications Officer in the subject line.

Because we are a small team:

- No phone calls please.
- Only email applications will be accepted.
- We thank all who apply, but only shortlisted candidates will be contacted.

**FRIDA encourages, promotes and supports diversity in all aspects of its work. Young woman and transgender youth under the age of 28 are strongly encouraged to apply.**

To learn more about FRIDA, please visit our website at <http://youngfeministfund.org/>