

Career Opportunity: Development & Communications Coordinator

Asociación SERniña (by REALgirl) is a Guatemalan charity with a mission to advance gender equality and in Guatemala by supporting the empowerment of girls, women, and youth to reach their highest potential and become innovative leaders dedicated to the creation of safe, equitable, and just communities.

We are currently looking for an experienced, proactive, creative, and hard-working individual to act as our Development & Communications Coordinator to bolster and advance our efforts to support the empowerment of girls and women and advance gender equity in Guatemala.

Overview: The Development & Communications Coordinator' role centers around supporting SERniña (REALgirl)'s Fundraising and Development strategy, primarily through increased communications (social media, website maintenance, newsletters), fundraising campaigns, and assisting in the grant writing and reporting (including Monitoring, Evaluation and Learning). This is a full-time position. The ideal candidate will work from our office in Jocotenango, five days per week.

Roles & Responsibilities:

Communications

- Lead 'Communications Brainstorming Meeting' with SERniña/REALgirl team
- Develop engaging and impactful online brand and campaigns, including leading our social media strategy and other communication efforts
- Write, schedule, and manage multiple social media posts per week
- Provide engaging and relevant content to REALgirl/SERniña Social Media pages via "stories"
- Take high-quality photos of SERniña activities
- Design visual content for social media
- Design, write and send out a Monthly newsletter
- Visit SERniña school-partners at least once per week (often more) to conduct needed in-person activities for fundraising and communication purposes. These days will be planned with the SERniña team to ensure visits are planned around engaging and diverse program activities.
- Support the re-development of the SERniña/ REALgirl Foundation Website
- Lead writing, design, and completion of SERniña's Annual Report

Fundraising

- With the support of the Development Manager and co-founders, design engaging crowdfunding and online fundraising campaigns
- Implement an engaging crowdfunding and online fundraising campaign
- Support with the planning of in-person events in Guatemala

Grant Writing

- Support Development Manager with grant applications and tasks
- Help to complete grant reports with the support of the SERniña team and Development Manager
- Support in the development and implementation of needs assessments and monitoring and evaluation strategies
- Support in the design and development of new funding projects

Required:

- Experience in Fundraising
- Experience in digital communication platforms: Mailchimp, Web Design Software, Instagram, Facebook, Canva
- Experience in website design and management, is ideal, but not required
- English fluency
- Spanish fluency

To Apply:

Send in your resume and detailed cover letter to recursoshumanos.ernina@gmail.com with 'Development & Communications Coordinator' as the subject line. We recommend in your cover letter that you include specific details and examples to highlight past leadership and success in grant writing and fundraising initiatives

Thank you!