



Digital Media Coordinator

Part-Time, Remote | Up to 30 Hours per Month | Reports to Development Manager



WISER International believes that no girl is in too remote of an area or too difficult of a situation to be beyond empowerment through education and health. We have put this belief into practice over the past 10+ years by supporting an evidence-based approach in rural Kenya that lifts girls and their communities to previously unimaginable heights. Our flagship education program (the WISER Girls Secondary School) graduates 100% of its students and enrolls 93% of graduates in college. Our community health programs educate and protect nearly 2,000 youth each year. Our clean water system is the sole source of treated water for 15,000 girls and their families. And every program that WISER International supports is girl-led, locally-based, and holistic in nature.

Over the past five years, WISER has gone through a historic growth period. The total reach of all WISER programs has increased from 5,100 people to 17,250+ each year, our team has grown tremendously, and we are proud to have evolved into a hub for excellence and outreach in one of the hardest-to-reach areas of Kenya. To learn more, please visit www.wisergirls.org.

POSITION SUMMARY

As the Digital Media Coordinator for WISER International, you will be responsible for creating and disseminating the content that amounts to WISER's public-facing online presence. This includes, primarily, WISER's social media channels, website, email communications, and digital literature and promotional materials. The Digital Media Coordinator's primary goals will be to promote WISER's work to our network of supporters, to work with the US-based team to amplify the successes of our Kenyan partners, and to garner interest from potential supporters through attractive, compelling, vivid, and illustrative content and plans.

This role reports directly to the Development Manager and works in parallel with the Development Assistant to accomplish WISER's ultimate goals for our US-based team, particularly those relevant to WISER's fundraising and communications. The Digital Media Coordinator position will also offer opportunities to work with our counterparts in Kenya.

This is a remote, part-time position for an independent contractor with a maximum of 30 work hours per month. The compensation for this position will be \$15 per hour. Applicants who can begin work by mid-February 2021 are preferred.

MAJOR RESPONSIBILITIES

- Lead the creation of digital content including, but not limited to:
 - Graphics for social media posts, promotional materials, and email communications.
 - Written copy for social media posts and short-length materials (as needed).
 - Interactive social media opportunities such as Twitter Chats, Instagram and Facebook-based campaigns, and follow-back opportunities.
- Over time, exhibit mastery of WISER's external voice and use it to engage with relevant partners and peer institutions in public forums.
- Grow WISER's social media audience and amplify the organization's presence online.
- Work with team members to create social media and communications plans that ensure a constant flow of creative and relevant content.
- Monitor and measure statistics related to WISER's website traffic and social media usage and demographics.
- Understand and edit the backend of the WISER website as needed in order to edit current content and post new content.

DESIRED SKILLS AND EXPERIENCE

- 2+ years of experience in social media management, communications, marketing, design, or copy-writing. Experience with creating a social media plan is highly desired.
- Exceptional interpersonal, oral, and written communication abilities.
- Demonstrated proficiency with graphic creation through Adobe Photoshop, Adobe Spark, Canva, Pixlr, Vectr, or similar software.
- Complete comfort and personal familiarity with major social media platforms including, at minimum, Facebook, Twitter, Instagram, and LinkedIn.
- Knowledge of diversity, equity, and inclusion principles that inform word choice in organizational copy and social media content.
- Previous exposure to work that aligns with WISER's mission of advancing girls' education, poverty alleviation, and community health and well-being is a plus.

HOW TO APPLY

Please email your current CV/resume and a letter of interest describing related skills, experience, and fit with the organization to Development Manager, Emily Dake (emily.dake@wisergirls.org). Samples of digital media products are also encouraged. Use the subject line "Application for WISER Digital Media Coordinator" in your email.