



## VACANCY

**Title:** Digital Communications Senior Coordinator/Manager (pending experience)

**Location:** Remote within U.S., East Coast preferred (East Coast working hours required)

**Division:** Grassroot Soccer, Inc.

**Reports to:** Senior Manager, Marketing and Communications

**To Apply:** Please submit a resume and cover letter to [globalhr@grassrootsoccer.org](mailto:globalhr@grassrootsoccer.org) with “Digital Communications Senior Coordinator/Manager” in the subject line. Only short-listed candidates will be contacted.

**Application Deadline:** Rolling application deadline until filled

**Overall Description:** The Digital Communications Senior Coordinator/Manager plays a key role in driving GRS’s strategic communications and marketing objectives, with significant opportunity for professional growth. This role drives a range of communications activities, including in-house graphic design, content creation, website management, and digital outreach. They provide marketing and communications support to fundraising, events, business development, thought leadership, and stakeholder engagement initiatives. They also serve as a key contact to GRS affiliate and partnership teams across sub-Saharan Africa to provide communications support and guidance, as well as ensure promotion of programming across GRS platforms. They will create compelling content for a diverse set of external audiences and ensure GRS communications and marketing complement the organization’s mission, go-to-market strategy, and five-year plan.

**Grassroot Soccer (GRS)** is a rapidly growing adolescent health organization that leverages the power of soccer to equip young people with the life-saving information, services, and mentorship they need to live healthier lives. Since 2002, GRS programs have reached more than 18 million young people in over 60 countries with life-saving health information and services.

**Position Summary:** The Digital Communications Senior Coordinator/Manager will use their design eye and technical skills to seamlessly integrate programmatic insights, evidence, and stories of impact into compelling communications and marketing content for diverse audiences. They are an excellent communicator and proactive self-starter, excited about contributing to GRS’s communications and marketing strategy, and passionate about global health and elevating the voices of young people. They are comfortable working across geographies and multicultural teams.

### **Responsibilities include:**

#### Digital Communications and Marketing

- Serves as primary in-house graphic designer for organization, providing design support across teams and managing print and digital projects including reports, presentations, briefs, social media assets, fundraising collateral, and more
- Maintains all elements of GRS website (Wordpress) and analytics
- Manages GRS email marketing systems (Mailchimp), including designing email content, managing audiences, and tracking analytics



- Co-creates and implements GRS social media strategy, including planning and creating compelling digital content for multiple channels
- Maintains relationships with relevant external agencies and vendors

#### Communications and Marketing Strategy

- Contributes to the development and implementation of communications and marketing strategies in collaboration with team
- Leads on brand management and intellectual property, including both internal and external guidance
- Supports the strategic ideation and creation/collection of media including videos, photography assets, and digital content
- Contributes communications and marketing support for thought leadership and stakeholder engagement initiatives, including newsletters, external collateral, and events

#### Fundraising Support

- Supports and promotes events and fundraising initiatives with production of marketing materials and other communications, working closely with the fundraising team
- Manages all digital components for GRS's annual gala (microsite, auction platform, sponsorship collateral, digital program, etc)
- Coordinates and produces content for mid-year and year-end fundraising appeals
- Supports fundraising team in executing GRS's online giving strategies and manages digital fundraising platforms (Classy)

#### Impact Team Support

- Coordinates with GRS teams in sub-Saharan Africa to ensure their work is integrated into GRS's global communications strategy and elevates the voice of GRS Coaches and participants
- Provides guidance and capacity-building support to GRS teams and strategic partners in sub-Saharan Africa

#### Internal Administration and Management

- Contributes to management of communication tools and accounts, and provides related administrative support to team

#### **Qualifications:**

- 2-6 years of experience in digital communications and marketing, ideally with a background or passion for working in adolescent health and empowerment and/or for an international nonprofit
- Graphic design skills (including working knowledge of Adobe Creative Suite and Canva) and comfort producing smaller projects
- Experience with website management, social media marketing, and other digital communications platforms, and ability to quickly acquire new skills and learn new technologies

*Desirable (Either you have these skills or you'd love to develop them!):*

- Experience and/or interest in social issues affecting young people and communities in developing countries
- Experience supporting fundraising events and appeals
- Experience and/or interest in stakeholder engagement, collaborating within global health consortiums, and elevating organizational voice within the global conversation
- Experience working with multicultural teams



**Ideal candidate should have exceptional skills in the following:**

- Outstanding visual designer, thinker, and communicator, with the ability to adapt communications for different external and internal stakeholders
- Strong organizational skills with the ability to prioritize, adhere to deadlines, and manage multiple processes in a fast-paced environment with tight timelines
- Building relationships with a wide range of staff and external partners, operating within diverse social and cultural contexts, often virtually over multiple continents and time zones

Successful leaders at Grassroot Soccer are bold, yet humble. They are passionate about the mission of Grassroot Soccer and understand their role on the Grassroot Soccer team to achieve its mission.

Day to day, they are...

- **Proactive:** can anticipate both opportunities and obstacles and take action
- **Professional:** level-headed; ability to de-escalate difficult situations, behave exceptionally, and manage/minimize distractions
- **Problem Solvers:** comfortable with ambiguity, can creatively unlock bottlenecks and turn problems into opportunities

...they demonstrate lots of...

- **Common Sense:** prioritizing the right things at the right time; making good, quick, informed decisions balancing multiple issues and points of view
- **Self-awareness:** know where one's blind spots are, recognize differences, and build a team to complement one's skills and weaknesses

...and a strong bias for...

- **Follow-through and Outcomes:** deliver results, not just create lots of activity
- **Treating People Well:** empathetic, kind, great listener, yet can make tough decisions and hold oneself/others accountable