Communications Manager

About WGH and context: Women in Global Health (WGH) is a global movement with the largest network of women and allies working to challenge power and privilege for gender equity in health. As a US 501(c)(3) started in 2015, WGH has grown to include over 50,000 supporters in 90 countries and has 25 official chapters, with a strong presence in low- and middle-income countries. The global team and its network of chapters drive change by mobilizing a diverse group of emerging women health leaders, by advocating to existing global health leaders to commit to transform their own institutions, and by holding these leaders accountable.

WGH has been featured in CNN, NPR, EuroNews, the Lancet and Devex for its work and maintains a robust presence via in person and virtual events at major global health and international development forums, such as the World Health Assembly, High-Level Political Forum and UN General Assembly. WGH is unique in its approach, connecting global and national policy-making to local reality. In 2020, WGH was able to get three of our COVID 50/50: Five Asks for Gender-Responsive Global Health Security into the 73rd World Health Assembly’s COVID-19 resolution supported by 130 of 194 member states.

About the role: Are you passionate about global health, gender equity and challenging power structures? We need YOU to join our global movement! WGH is a hybrid organization. We also have a small core team of paid staff supported by passionate volunteers. We are still a startup in many aspects, yet we have achieved impact on a global scale and now have sector-wide name recognition. Women in Global Health (WGH) has catalyzed a global network of national and regional chapters aiming to enable women from around the world to engage at all levels in decision-making, particularly for women that are under-represented in global health leadership, and especially from low- and middle-income countries (LMICs). Women in Global Health is seeking a dynamic remote-based Communications Manager to lead WGH’s global communications, with a focus on advocacy content writing and digital media.

Job Description:

Strategic Communications:
- Lead digital communications strategy implementation and ensure consistent branding and messaging
- Develop messaging and communications plans ahead of key advocacy priorities and policy moments, including social media toolkits
- Co-create and execute communications campaigns around priority milestones and policy moments
- Provides detailed proofing support of key external communications across the organization
- Report analytics and progress on a consistent basis to WGH Senior Leadership Team, including concise quarterly reports

**Content Creation & Newsletter:**
- Create content that promotes audience interaction, increases audience presence and engagement on websites, encourages participation
- Develop and oversee the editorial calendar process for social media content, internal and external promotions, and provide quality control support to Digital Communications Associate
- Drafts, copyedits, and reviews content for newsletter and digital platforms, including organization website and campaign microsites
- Lead drafting and copyediting for key blogs, editorial pieces, and publications, with minimal grammatical errors

**External Outreach:**
- Lead media outreach activities and health/gender equality sector engagement in collaboration with the communications team; including writing press releases and media advisories to be disseminated for events and major program/campaign launches
- Coordinate with WGH partners on advocacy engagement, including supporting in the creation of tailored advocacy toolkits and leading dissemination of relevant products (e.g. reports, policy briefs, infographics)
- Support team to manage global communications for major projects, digital events (e.g. webinars, twitter chats), community management and event-follow up correspondence
- Maintain a comprehensive understanding of WGH priority issue areas (global health, gender equality, etc) to form compelling arguments and briefings and provide strategic counsel to chapters

**Donor Communications:**
- Works in close coordination with the Senior Leadership Team to contribute to and design fundraising materials
- Leads the design, content and publication of mid-term and annual reports
- Ensure donors and sponsor communications deliverables are met by creatively featuring partnerships on website, social media and in relevant publications

**Event Management:**
- Project manages and supports the refresh of all event sponsorship communications deliverables (i.e. logo usage, website content, onsite branding, co-created materials) with vendors
- Contributes to organization-wide communications planning efforts, specifically on event-related opportunities
- Supports event team with agendas, note-taking, and follow-up and relationships with partner communications leads as it relates to key events, including taking exploratory meetings, discussing joint products and initiatives, etc.
● Supports post-event follow up, reports, metrics and other outputs

**Project Management:**
● Manage internal and external consultants and vendors (e.g. designers, website developers, etc.)
● Manage key communications projects from start to finish (e.g. branding guidelines, website content development, etc.)
● Works as part of a team to develop strategic digital campaigns with M&E
● Work with relevant team members to coordinate messaging and branding for key initiatives

**Skills Needed:**
● Fluent written grammar and spoken communication in English
● Excellent interpersonal and management skills to mentor a junior level Associate and seasonal interns
● High degree of comfort level working collaboratively as well as independently
● Knowledge of different social media platforms and nuances between audiences for each
● Graphic design skills (e.g. inDesign, Canva, Adobe Photoshop, etc.) and experience with data visualization is a bonus
● Familiar with social media management tools such as hootsuite
● Active interest in gender equity, diversity and global health issues
● First-level degree journalism, digital media, design, communications or related field; degree in public health, global health and/or gender studies is a bonus

**Experience Desired:**
● At least 4-6 years of relevant full-time work experience
● Experience working at an NGO/non-profit organisation focused on gender equity or global health organization
● At least one year of experience managing managing social media for an organization
● At least one year of experience producing digital events and event-related communications
● Experience with e-mail marketing and design platforms (e.g. MailChimp, Constant Contact, Canva, etc.)

**Anticipated Deliverables:**
● Regular design work to produce event invitations, event-follow up and community outreach content, including engaging weekly e-newsletters and digital event e-mail blasts

“Challenging power and privilege for gender equity in health”
- Daily social media management and monitoring to follow relevant sector news and trends
- Daily tweets to promote events and articles, and engage in relevant conversations
- Regular (at least 3x per week) LinkedIn, Instagram and Facebook updates
- Website content development and editing on content management system
- Consistently update external communications materials
- Monthly and quarterly engagement analytics
- Regular correspondence with external partners and media

Anticipated Salary and Timeframe:
- Approximately 6,000 - 6,500 USD per month (adjustments made based on geography/cost of living)
- Timeframe: 1 year, renewable, full-time; 90 day trial period
- Benefits: not eligible for benefits; related travel and communication expenses are reimbursed
- Desired start: late August

To apply, please upload your CV and cover letter in PDF format using the application form.

The priority deadline to apply for this position is 17 September 2021. However, applications will be reviewed on a rolling basis.

Women, people from underrepresented backgrounds and applicants from low-and middle-income countries are strongly encouraged to apply.

Meanwhile check us out:

https://www.womeningh.org/

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