Job Opportunity

Online Communications Officer

Location: Home-based in Latin America, with ability to travel a few times a year
Time commitment: Full-time

Development Alternatives with Women for a New Era (DAWN) is a network of feminist scholars, researchers and activists from the economic South working for economic and gender justice and sustainable and democratic development. DAWN provides a forum for feminist research, analyses and advocacy on global issues (economic, social and political) affecting the livelihoods, living standards, rights and development prospects of women, especially poor and marginalized women, in regions of the South. Through research, analyses, advocacy and, more recently, training, DAWN seeks to support women’s mobilization within civil society to challenge inequitable social, economic and political relations at global, regional and national levels, and to advance feminist alternatives.

The position:

The Online Communications Officer position comprises the planning and creation of digital content for DAWN social medial platforms and online communications channels. It involves identifying content opportunities for social media, supporting DAWN advocacy, capacity building and the dissemination of our analysis.

DAWN’s Online Communication Officer will work directly with the communications team, which is part of DAWN’s Secretariat under the supervision of DAWN’s Administrator and General Co–Coordinators (GCCs). The Online Communication Officer will also engage with Executive Committee (EC) members who will provide leadership, guidance, and oversight, as appropriate.

Qualifications required:

• Bachelor’s degree in communications or related discipline.

• Complementary education or demonstrated experience in social studies, gender studies, development, or human rights will be highly valued.

• Demonstrated commitment to the promotion of women’s human rights and gender equality.

• Minimum of three (3) years’ work experience in online communications, with particular focus on managing social media for civil society organizations in the field of women’s human rights, development work and/or social movements.

• Strong knowledge and understanding of current trends in digital media/social media.
• Flexibility and nimbleness in responding to DAWN’s communications needs and opportunities. Ability and openness to course-correct strategies and tactics, based on the political context and/or the organizations’ requirements.

• Ability to work with international teams and across different time zones.

• Excellent command of English language, both oral and written. Proficiency in Spanish and/or Portuguese.

• Strong writing, editing and proofreading skills.

• Good interpersonal skills, with the ability to network in a multicultural environment.

**Responsibilities:**

• Work with GCCs, EC and Communications team to develop Social Media strategies and content appropriate to different regions and projects.

• Create compelling digital content linked to DAWN’s current projects, guided by General Co-Coordinators and Executive Committee members, to inform and influence how people think about issues related to DAWN’s work.

• Coordinate the creation of images, graphics, short videos, email templates and other dynamic online content for use on DAWN’s online platforms and publications in collaboration with the DAWN Comms team.

• Plan and handle regular postings on DAWN’s Social Network platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, MailChimp). This includes follow-up and interactions with DAWN’s allies.

• Develop a plan to grow and sustain DAWN’s engagement and visibility on social media in accordance with our communication targets and exploring the viability of new platforms for our presence.

• Develop and report on key performance indicators around reach, engagement, and retention of users across our platforms.

• Prepare monthly analytics reports of social media performance.

• Write and edit content, as appropriate, related to DAWN’s work (research and analysis, and advocacy) and mission.

• Organize and assist with online meetings and webinars.

• Keep track of and cover DAWN’s participation in meetings, advocacy processes and campaigns, in collaboration with DAWN’s Communication Team.

• Manage and increase DAWN’s databases: alumni, associates, contacts in partner organizations, web subscribers, mailing lists.
Important:

• We are seeking to recruit candidates from the global South based in Latin-America.

• Only candidates with proven experience working in English as the main working language will be considered.

To apply:

Please send your CV and supporting documents (including references) with the subject line “Vacancy – Online Communications Officer” to adminhead@dawnnet.org by Wednesday, July 26th 2023

Only those who are shortlisted will be contacted.