

Communications Associate

Location	Managua, Nicaragua	Type	Full time
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Department	Marketing & Communications	Supervisor	Director of Marketing & Communications
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Background	<p>Fabretto is a non-profit organization with almost 70 years serving the children of Nicaragua. The organization's mission is to empower underserved children and their families in Nicaragua to reach their full potential, improve their livelihoods, and take advantage of economic opportunity through education. Currently, Fabretto is made up of four legally constituted organizations: Asociación Familia Padre Fabretto in Nicaragua, Fabretto Children's Foundation in the United States, Fabretto Foundation in Spain and Fabretto UK Charitable Trust in the United Kingdom. The United States and Europe offices focus their efforts on raising funds for the implementation of educational programs in Nicaragua.</p>
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Our Team	<p>Fabretto has a dynamic Marketing and Communications team based in Managua, Nicaragua that manages communications for Fabretto entities in the US, Europe, and Nicaragua. Through the hiring of a new Communications Associate, the team expects to strengthen collaboration between Fabretto's multifunctional teams with the aim of achieving greater audience engagement and contributing to fundraising for the organization's educational programs.</p>
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Primary Objectives	<p>The Communications Associate supports Fabretto's Marketing and Communication needs and manages Fabretto's social media accounts in both Spanish and English.</p> <p>The Associate also works closely with the Creative Services Coordinator to create and update quality communication products such as brochures, visual presentations, among others, in order to adequately broadcast Fabretto's work and mission. The responsibilities of the Associate are classified as:</p> <ol style="list-style-type: none"> 1. Content Creation 2. Social Media Management 3. Design and Multimedia 4. Web Development
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Roles and Responsibilities	Content Creation	<ul style="list-style-type: none"> ● Manage content calendar for social media accounts. ● Write one to two blog articles per month based on the communications calendar for each month. ● Support with copywriting for email campaigns, case studies, press releases, and other external communications in both English and Spanish. ● Contribute to the implementation of fundraising and awareness campaigns across all digital channels (email, social media, website, among others). ● Identify and collect resources and information in the field and in the office to highlight program results, success stories, events, among others, adapting the content to the different Fabretto audiences and communication channels.
	Social Media Management	<ul style="list-style-type: none"> ● Manage all social media content and publishing based on a communications calendar. ● Respond to queries received via social media in a timely manner. ● Engage with users and other social media accounts on a daily basis. ● Stay on top of social media trends and update the strategy accordingly.
	Design & Multimedia	<ul style="list-style-type: none"> ● Work closely with the Creative Services Coordinator to adapt event and fundraising campaign designs for publication on the different social media platforms. ● Design communication materials such as banners, t-shirts, brochures, infographics, one-pagers, among other printed media, using guidelines contained in Fabretto's brand book. ● Work closely with the Acquisitions Department to request and approve product samples. ● Design and create images and shorts videos for social media posts. ● Travel to Fabretto Educational Centers

		<p>and communities in order to update stock photos and, when required, coordinate the hiring a professional photographer.</p> <ul style="list-style-type: none"> ● Follow up on the design tasks required by cross-functional teams, through our project management platform, Monday.
	Web Development	<ul style="list-style-type: none"> ● Support in the creation of campaign landing pages on our website using WordPress. ● Publish blog articles on the Fabretto website via WordPress.

Education & Experience	<ul style="list-style-type: none"> ● Bachelor's degree in Communications, Graphic Design, Marketing, or other relevant careers (required). ● Two years of work experience in managing websites and creating digital content (required). ● Fluency in both English and Spanish (required). ● Substantial experience using design tools such as Photoshop, Indesign, Adobe Illustrator, among others (required). ● Two years of work experience in nonprofit communications (preferred). ● Basic knowledge of Wordpress and html (preferred). ● Knowledge of trends and common publishing tools used in social media management (desirable).
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Skills	<ul style="list-style-type: none"> ● Creativity: the ability to create original content and take advantage of opportunities to create potentially viral content. ● Service: a good attitude and spirit of collaboration and service towards your colleagues, superiors and "clients" requesting creative services. ● Professionalism: patience and tolerance to respond rigorously and seriously to comments and questions, even if they are sometimes unpleasant, you must keep your composure. ● Writing skills: excellent spelling and a writing style that is clear, simple, direct, and engaging. ● Organizational skills: establish priority actions, reserve time for unforeseen events and comply with the established work schedule. ● Industry knowledge: as the voice of the organization, you must have a good grasp of Fabretto programs as well as relevant international guidelines, such as those promoted by the United Nations' Global Goals. ● Analytical skills: measure the results of your work, evaluate what can be improved, and make the necessary changes. ● Self-starting and self-disciplined: good time management and the ability to take initiative and constantly learn about new trends and tools independently.
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If you wish to apply for the position of Communications Associate at Fabretto, please send your updated CV and Design Portfolio, via the form found at fabretto.org/careers no later than Friday, April 30, 2021.

Only candidates who meet the minimum requirements will be contacted for interviews.