



## **U.S. Marketing and Communications Manager** Friendship Bridge – Lakewood, CO

Friendship Bridge is a nonprofit social enterprise creating opportunities that empower women in Guatemala to build a better life. We use an innovative and high-impact approach to poverty alleviation by combining the tools of microfinance, education, and preventive health services. We call this Microcredit Plus. As a result of participating in our programs, our clients experience a combination of increased resilience, improved empowerment, and accelerated business development.

### **POSITION SUMMARY**

The U.S. Marketing and Communications Manager is based in Lakewood, Colorado, USA. This is a full-time position (40 hours/week) and reports to the Chief Development Officer. The U.S. Marketing & Communications Manager oversees U.S. external communications and supports the marketing efforts of the Global Communications and Partnerships Team in achieving their revenue targets. The Global Communications and Partnerships Team is responsible for securing funding through engaging supporters across the US, as well as internationally. This position works within Friendship Bridge's Brand Messaging Guidelines to create and implement the annual marketing and communications plan in order to gain exposure and increase international funding support of Friendship Bridge's mission. The Content and Press Associate reports to the U.S. Marketing and Communications Manager.

### **JOB DESCRIPTION**

#### *DIGITAL MARKETING*

- Facilitate the online donor journey which includes designing and scheduling monthly emails and working with the CRM database to customize distribution lists.
- Create social media plan and manage all social media accounts and Google AdWords.
- Work collaboratively with Guatemalan staff to identify appropriate clients and stories and other shared marketing opportunities for U.S. marketing needs.
- Effectively organize, document, and archive all digital photos and client stories.
- Manage Friendship Bridge website content and design.
- Plan and project manage Friendship Bridge website redesign.
- Coordinate, manage, and edit Friendship Bridge videos.
- Oversee public relations.

#### *PRINT MARKETING*

- Project manage Annual Report and Strategic Plan documents.

- Design, coordinate printing, and distribute all marketing and organizational collateral, including brochures, event materials, mailed appeals, donor mailings, and business cards.
- Work with printers to obtain bids, negotiate proposals, and perform press checks.

### *EVENT MARKETING*

- Project manage and develop event programs, scripts, and presentations.
- Event marketing in coordination with Global Communications and Partnerships Team which includes: content and design of invitations, writing and designing of speeches/presentations, and event publicity.
- Occasional public speaking at events to present on the activities of Friendship Bridge.

### *ORGANAZATIONAL INITIATVIES*

- Project manage all U.S. Marketing and Communications projects.
- Work with Development team members to achieve revenue goals and develop strategies to meet the organization's needs.
- Collaborate with Marketing Team in Guatemala to maximize marketing efforts.
- Remain current on the details of Friendship Bridge programming in order to identify and accurately describe programs.
- Occasional travel to Guatemala to assist with Insight Trips and photography/video projects.
- Work with and oversee volunteers and interns, as needed.
- In collaboration with the Chief Development Officer, prepare and manage U.S. Marketing & Communications Budget.
- Ensure consistent brand guidelines and messaging are used across external U.S. audiences.

### **DESIRED SKILLS AND EXPERIENCE**

- Minimum 3 years of marketing, communications, and design experience.
- Strong writer with demonstrated experience in writing convincing appeals to attract supporters.
- Proficiency in Adobe Creative Suite, social media, Loomly, email marketing services, Word Press, Google Suite, and CRM software.
- Spanish language proficiency is a plus but not required.
- Self-starter who is willing to support and lead projects.
- Flexible, with an ability to manage multiple projects simultaneously within budget, deadlines, and changing priorities.
- Results-oriented, excellent organizational skills and attention to detail.
- Flexibility to work cross culturally.
- Knowledge of marketing and communications best practices.

- Willingness to travel and occasionally work irregular hours, such as evenings and weekends.
- Experience with gala type events and luncheons is a plus.
- Ability to independently manage multiple tasks and projects and to assess and change priorities based upon organization needs.
- High level of attention to detail.
- Values fit with someone who has a true service orientation and passion for women's empowerment, poverty alleviation, or indigenous women's development
- Flexibility to do whatever it takes to get the job done

### **PERKS OF WORKING AT FRIENDSHIP BRIDGE**

- Friendship Bridge provides for equality of opportunity without regard to race, color, age, religion, sex, national origin, disability or handicap.
- A competitive salary and benefits package is offered.
- Combination remote and in office schedule, after training period
- Weekly in person Spanish class in Lakewood, CO office
- Opportunity to travel to Guatemala
- Dog friendly work atmosphere
- Casual dress code
- Employee discount on <https://www.handmadebyfriendshipbridge.org/>
- Empowerment of women
- This position is located in Lakewood, Colorado. It is a full-time position with benefits after one month of employment.

Send cover letter, resume and salary requirements to [hr@friendshipbridge.org](mailto:hr@friendshipbridge.org). No calls, please.