



**Job Title:** Communications Manager

**Direct Report:** Director of Operations and Strategy

**Role Type:** Full-Time, Remote

**General Description:** The Communications Manager will set and guide the strategy for all communications, both internal and external. This person will be responsible for consistently and accurately articulating Global Action's mission, and for informing, educating, and inspiring our audience in alignment with our vision and values. This person will also work in collaboration with the Chief Development Officer in fundraising efforts. The role will involve both big-picture strategy and hands-on implementation.

## Primary Responsibilities

1. Oversee the development, implementation, and evaluation of the annual communications plan. Present this plan to staff and board as needed.
2. Create, write, design, edit, and produce newsletters, blog posts, videos, social media content, website content, and other printed materials, including annual reports and appeals.
3. Develop and implement a long-term strategic plan for communications, including plans for the development of a communications team.
4. Oversee organizational branding to ensure consistent and appealing look and feel for all external and internal communications.
5. Collaborate with Director of Operations and Strategy (DOS) to ensure that external messaging aligns with internal vision and objectives.
6. Ensure all forms of outgoing information align with the organization's Philosophy of Communications and intentions for growth.
7. Oversee updates and maintenance of the website and online giving pages, ensuring accurate and up-to-date information and optimal user experience.
8. Create and implement marketing strategies to improve SEO and visibility. Track and measure engagement over time.
9. Collaborate with Chief Development Officer (CDO) to align communications strategies with annual development plan and other fundraising needs.
10. Work with the Communications Specialist to ensure that stories, pictures and videos are regularly captured and shared throughout the organization in order to communicate Global Action's impact with supporters, staff members and partners.
11. Organize all logistics and attend two annual in-person board meetings, in collaboration with the Director of Operations and Strategy.
12. Utilize our CRM to plan, implement, and evaluate specific fund development programs and campaigns.



13. Carefully balance the need to effectively communicate stories while also being sensitive to protecting the identities, dignity, and confidentialities of those involved.
14. Participate in weekly international staff meetings and other regular meetings.
15. Make Continued Professional Education (CPE) a high priority, learning about Global Christianity, theological education, intercultural studies, and development/communications best practices.

#### **Key Qualifications, Skills, and Abilities**

- Degree in communications, journalism, writing, or other relevant field.
- Minimum of 3 years' experience in a communications-related role (experience with a missional non-profit organization preferred).
- Outstanding communication skills—both written and verbal—with the ability to convey complex ideas clearly.
- Proficiency in design and ability to use design tools such as Canva, Adobe, etc.
- Highly collaborative and comfortable working cross-culturally.
- Strategic thinking skills with the ability to cast a big-picture vision and carry it out.
- Self-motivated and driven, able to work remotely with little oversight.
- Detail-oriented and organized.
- Strong emotional and cultural intelligence.
- Willing to travel 2-4 times per year, with some international travel.
- Willing to promote and adhere to Global Action's mission, vision, values, and policies.

**Note:** Salary, performance, and benefits reviewed annually.