

Job announcement: STRATEGIC COMMUNICATION (Senior Position)

JOB DESCRIPTION

Strategy:

- Contribute to the development of a 2-3 year organizational communications strategy that is focused on fundraising
- Assist the Director with creating an annual audience engagement and content strategy for Calala's various communications channels
- Support annual assessment and updating of the strategies

Planning:

- Contribute to the development of an annual work plan and budget to implement the priorities of the communications strategy
- Keep the editorial calendar up-to-date
- Contribute to the recruitment and on boarding of staff, volunteers, and consultants, as needed

Monitoring, Evaluation, and Learning:

- Collect, assess and report on data about the impact of communications activities
- Contribute to the PMEAL system monitoring the new Theory of Change of Calala
- Stay up-to-date on grantee achievements and current events in feminist movements in Spain and Central America

Fundraising:

- Contribute to the development of the annual fundraising plan for private, public, corporate, and individual donors — with particular emphasis on corporate and individual donor engagement
- Design, assist with and document activities to cultivate and maintain relationships with potential and existing corporate donors
- Manage an approach to increase giving from individual donors
- Track and compile data that can help assess the effectiveness of corporate and individual donor engagement
- Stay up-to-date on Calala's commitments to donors and trends in corporate and individual fundraising in Spain

External Communications:

- Manage digital marketing efforts, social media activities, and publications that reach and engage target audiences, including content creation, publishing, and scheduling
- Plan and implement campaigns and events to advance programmatic and organizational goals
- Disseminate effective messages for target audiences
- Support spokespeople to prepare for speaking and media engagements
- Research and oversee merchandising needs

Institutional Strengthening:

- Support the design of guidelines, protocols, and systems to increase information sharing and collaboration across the organization, improve the quality of the fund's communications, and streamline communications processes
- Participate in planning retreats, team building, and regular check-in meetings with staff
- Manage the communications filing systems and content archives

- Support staff/board learning about communications
- Provide communications capacity support to staff/board, as needed — such as editing, translation, and presentation assistance
- Supervise volunteers and consultants, as needed

Qualifications and Experience

- 3-5 years of relevant experience in strategic communications or public relations in a foundation, nonprofit, government institution, corporation, marketing agency, and/or media outlet.
- Skills and knowledge in communications strategy and planning, digital marketing, social media, media relations, fundraising/donor engagement, audience research and differentiation, messaging, content creation, design, and monitoring, learning, and evaluation.
- Excellent ability to understand and execute the small, day-to-day tasks of projects
- Emotional intelligence and a commitment to working collaboratively and as a team
- Understanding of and ability to address sensitive issues, such as power dynamics and gender and racial inequalities.
- Strong commitment to Calala's mission and role in mobilizing resources for feminist movements
- Knowledge of women's rights, migrant rights, and sexual and reproductive rights organizations and issues in Spain and Central America preferred
- Conversational and literacy proficiency in Spanish and English
- Knowledge of women's fund work and the philanthropy sector, at the international and Spanish level, is highly desired.

Position description

The selected person will join a team of 11 persons, distributed in 3 offices in Barcelona, Madrid and Bilbao.

The person will work with a Communication Officer, that have being serving for 4 years in the organization, and will work closely with the Executive Director and the Director of Programs.

Calala is a foundation whose staff is composed by Latin American women and Spanish women. There is an institutional process to include the decolonial approach to its work, that will also affect the Communication Strategy.

Calala works in Spain, Central America and globally.

Application details and job conditions

Interested applicants should send a CV and presentation letter to recursoshumanos@calala.org before April 5th 2021.

Selected candidates will be informed by April 12nd, and will pass a technical exercise by April 25th.

Final interviews will be settled from April 26st to 28th.

The incorporation date will be May 1st

Calala is offering a full time job: 37,5 hours a week.

Total salary will be between 25.000 to 30.000 euros per year in 13 payments, according to the candidate's experience.

The candidate will work preferably in the Madrid office.

We encourage Latin American women to apply for the job.