



Digital Communications Manager (Part-Time Volunteer)

Updated August 1, 2022

About Mothers at Risk

Mothers at Risk (MAR) is an independent, international non-profit organization devoted to saving the lives of vulnerable mothers and babies by ensuring access to the quality and respectful care they need to have safe pregnancies and deliveries. We are committed to mothers and babies who live in poverty throughout the developing world, and we are increasingly concerned with those in informal and underserved urban settlements. We are a passionate, engaged, diverse group of professionals working together in a welcoming and dynamic team.

MAR's digital communications goals are:

- To create a more effective online identity
- To build and grow a group of committed supporters, donors, volunteers, members
- To showcase projects and partnerships
- To raise awareness about maternal health and advocate on behalf of mothers

MAR requires a digital communications manager to develop and manage MAR's communications strategy, workflow and online presence, on a part-time basis (we are looking for a commitment of 2-3 hours per week) for at least a 6-month period.

Responsibilities

- Contribute to developing and/or updating MAR's Communications Strategy
- Develop an annual Communications Work Plan
- Liaise with MAR's Fundraising Team to support communications elements of fundraising efforts
- Create and own the editorial calendar for the MAR website blog and social media
- Coordinate and source original and 3rd party content for MAR blog and social media
- Write simple/factual content
- Curate 3rd party content
- Manage regular posting on MAR LinkedIn and MAR Facebook. Twitter and Instagram to be discussed.
- Format MAR e-newsletter and send it to recipients (Mailchimp) 2-3 time/year
- Compile and manage the MAR email list using Mailchimp
- Periodically update MAR on progress

Candidate Profile

- Fluent in English.
- French and/or Spanish an advantage
- Capable of self-initiated, self-directed work
- Willingness to collaborate online with a remote group of volunteers
- Effective communicator in writing



- Experience using social media (Facebook, Twitter, Instagram LinkedIn) and comfortable with Microsoft Word, Excel and Mailchimp (or willing to self-teach as necessary)