

## **Associação Worldfund Brasil**

### **Communications Manager for Worldfund**

**Based in São Paulo, Brazil**

We are looking for an enthusiastic Communications Specialist based in São Paulo, Brazil to manage Worldfund's external and internal communications. This role will oversee Communication for all three Worldfund Programs in both Brazil and Mexico: for the IAPE, LISTO, and STEM programs, and will promote a positive public image and control the dissemination of information on the organization's behalf. This function will report to the Executive Director and will work closely with the Deputy Executive Director and the program Directors

#### **Communications**

- Support the creation, design and distribution of all communications outputs, including but not limited to annual reports, holiday and other fundraising appeals, marketing materials such as program and Worldfund one-pagers, and graphics for presentations among other tasks
- Create mailing lists, manage distribution process whether online or via mail, and manage translation of all appropriate materials. Print and assemble marketing folders and other materials as needed
- Design quarterly e-newsletter template, support in copywriting efforts, update and maintain distribution list and manage translation of all e-newsletters and other e-communications pieces
- Update homepage, news, and other copy on Worldfund website, including all figures and graphs. Manage translation between English, Spanish and Portuguese webpages
- Lead STEM Brasil magazine initiative. Approve design, layout, coloring. Manage timeline and distribution. Oversee content review.

#### **Additional Responsibilities**

- Develop effective communication and marketing strategies
- Contribute to short and long-term organizational planning and strategy as a member of the management team
- Manage internal communications (memos, newsletters etc.) and update and distribute relevant internal information to Mexico and New York offices
- Manage external newsletters for donors and program participants.
- Manage website content and design.
- Manage and oversee development and distribution of informational materials for relevant donors, partner organizations, and all relevant prospects
- Oversee social media platforms for all three Worldfund programs
- Draft content (e.g. press releases) for mass media or organization website
- Organize initiatives and plan events or press conferences
- Liaise with media and handle requests for interviews, statements etc.
- Foster relationships with advocates and key persons
- Manage and oversee relationships with public or external vendors
- Assist in communication of strategies or messages from senior leadership
- Respond to external requests for information and program materials
- Oversee development and distribution of STEM Brasil's magazine
- Perform other related duties as assigned or requested

## Qualifications

- Commitment to social justice, particularly to education and Worldfund's mission.
- Experience working in Latin America
- Phenomenal communication and writing skills in English, Portuguese and Spanish.
- Proven experience in communications, marketing and project management in a non-profit setting
- Experience in web design and content production, and basic understanding of Adobe Creative Suite and basic HTML is a plus
- Knowledge of Microsoft Office, Google products, photo and video editing software, and social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.)
- Bachelor's degree or equivalent in a relevant field (Public relations, communications, public administration, etc.)
- Flexibility and versatility to work on a fast-growing and continuously evolving organization
- Attention to detail
- Enthusiasm and positive attitude
- Excellent interpersonal skills, with a collaborative focus
- Open to direction and a commitment to execution excellence
- Entrepreneurial nature, strong ability to work in highly unstructured environment; readiness to roll up sleeves.
- A demonstrated commitment to high professional ethical standards and a diverse workplace
- Great attention to detail and facts, proven ability to analyse situations from several points of view

## About Worldfund

Worldfund's mission, since its founding in 2002, is to raise the quality and relevance of education in Latin America – the key to transforming lives and breaking the cycle of poverty. Worldfund delivers intensive training to public school teachers and principals. Worldfund works in partnership with state governments to grow its three programs - IAPE (English language teachers), LISTO (principal leadership training) and STEM (science and math teachers) - and to scale across entire school systems, while bringing private corporations to the table to invest resources and expertise. Our programs impact over a three million children in Brazil and Mexico. Worldfund has offices in New York City, Mexico, and Brazil, employing 30+ full-time professionals and dozens of part-time trainers. Worldfund's operating budget is in the \$6 million range.

If interested, please send CV to: [idesgualdo@worldfund.org](mailto:idesgualdo@worldfund.org)