



Public Relations / Marketing Associate

Role Description

Title: Public Relations & Marketing Associate

Location: Panama/Honduras (TBD upon hire)

Commitment: Full Time

Language(s): English, but bilingual (in Spanish) is a plus

Purpose Statement: We're seeking an energetic, Public Relations professional to join the PR and marketing team of our entrepreneurial non-profit, Global Brigades, which helps alleviate poverty in communities around the world. Our Public Relations & Marketing Associate will remotely lead our local and North American university news-making efforts by story mining newsworthy PR ideas, crafting strategic press materials, pitching the media and managing media lists to drive program awareness, growth through earned media as well as storytelling through our social media, blog, and web media channels.

The Public Relations / Marketing Associate reports directly to the Director of Marketing.

Responsibilities include but not limited to:

Public Relations (60%)

- Support PR consultant with marketing strategy, content, press material and media pitches that delivers positive press coverage
- Serve as in-country, on-site PR person and potentially organizational spokesperson
- Solicit traditional and non-traditional earned media coverage through roll-up-your sleeves media relations and story pitching

Storytelling (20%)

- Uncover and capture newsworthy brigade and program stories, photos and video content
- Collect real-time Global Brigades, as well as user-generated content that showcases the strength of the organization and the passionate participants who choose to be brigade volunteers
- Recruit outspoken volunteers to help spotlight Global Brigades' Holistic Model to ending poverty
- Curate real-time and media-able stories for PR Instagram, and collect content to be curated for future stories

Social Media (10%)

- Work under the supervision of the Director of Marketing and Marketing Associate Team to support Social Media Platforms: Instagram, Facebook, LinkedIn, TikTok, YouTube, and Vimeo for Global Brigades and Squads Abroad
 - Curate and post content within the structure of the editorial calendar
 - Source ongoing and unique campaign content from internal staff and external stakeholders
 - Actively seek user-generated content from program participants
 - Lead engagement on all social media platforms with an emphasis on building a strong community of volunteers
 - Record, track, and report engagement and growth metrics
- Provide content to several marketing partners for posting on their channels

- Support direct messages and comment engagement from paid advertisements

Blog (5%)

- Work with Director of Marketing and Sr. Marketing Associate to develop blog strategy that promotes website traffic and lead generation and can be tracked with HubSpot
- Develop unique blog articles and posts, including both original content, staff content, and user-generated content
- Ensure unique URL tracking for HubSpot campaigns
- Optimize blog articles for SEO and readability
- Support advertising agency with related blog articles to complement Google Ad campaigns
- Source, edit, and review guest blog articles
- Work in Canva to create simple designs needed for blog articles and posts

Website (5%)

- Assist Director of Marketing with content submissions and updates to all websites under the Global Brigades and Squads Abroad main domains and subdomains
- Build new web pages with WordPress CMS
- Ensure unique URL tracking for HubSpot campaigns
- Report monthly website traffic from Google Analytics
- Create and edit photos in Canva for proper dimensions

Required Qualifications:

- Bachelor's Degree or educational equivalent
- Strong passion and ability to communicate Global Brigades' holistic model
- Experience pitching and writing for the media
- Strong communication skills; must be comfortable with public speaking and confidence with engaging in groups; Fluency in English
- Able to work remotely and maintain regular, consistent working hours (Monday-Friday, in the window of ~8am-6pm local time) and adhere to virtual work policies
- Ability travel within Central America
- Hands-on PR experience
- Previous experience with Global Brigades *preferred*
- Canva or Adobe Creative Suite experience *preferred*
- CRM and CMS experience *preferred*

Compensation and Logistics:

- Full time (40 hours per week)
- Monthly Salary
- Receives work computer (Chromebook) and cell phone subsidy

Apply by submitting your resume and cover letter to alexa.schmidt@globalbrigades.org



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Updated: June 21, 2021