

Digital Marketing & Social Media Associate

Part-time, based in Cambridge, USA

1. The Role

Conflict Dynamics International is seeking an innovative, highly-motivated, experienced and goal-oriented professional to join its Development Team. The role of Digital Marketing & Social Media Associate is an opportunity to communicate the impact and tell the story of Conflict Dynamics' crucial work in the field of conflict resolution and humanitarian affairs raising awareness of our work among current and future supporters as we celebrate 15 years as an organization.

This important part-time role will engage and expand Conflict Dynamics' network of supporters, donors and partners from all over the world through increased social media presence and compelling online content.

The Digital Marketing & Social Media Associate will be a member of a small, dynamic Development Team with the flexibility to display creativity and character in the design and implementation of Conflict Dynamics' external communications, ensuring maximum visibility and impact among a wide variety of audiences. The Digital Marketing & Social Media Associate will be on the frontline of our communications and messaging.

2. Context

The worlds of peace and humanitarian action are being disrupted by new politics, rapidly changing demographics, emerging technologies and increasing complex and protracted conflicts. Conflict Dynamics has adapted to operating in difficult environments and vexing situations. We need to share these activities and lessons widely and transparently.

3. About Conflict Dynamics International

Conflict Dynamics International is an entrepreneurial, innovative, high-impact, not-for-profit organization that works to prevent and resolve violent conflict and to alleviate human suffering resulting from conflicts and other crises around the world.

The organization was founded in 2004 and strives to fulfill its mission through peacemaking, peacebuilding, and humanitarian policy and practice. Current programs include peacebuilding initiatives in Somalia and the Sudan and work to improve access to resources for people in need through humanitarian negotiations. The Conflict Dynamics' Development Team spearheads initiatives to grow the resources of the organization by working hand-in-hand with the organization's program teams.

4. Responsibilities

The Digital Marketing & Social Media Associate will serve as the Development Team's lead on social media and online communications. The role will be based in Cambridge, MA; working alongside the Development Program Associate and reporting to the remote Senior Advisor of Development. Main responsibilities of the role will involve communicating Conflict Dynamics' work to supporters, partners and donors using digital marketing and social media. Examples include:

1. Cultivate and coordinate the development and posting of digital content
2. Improve the organization's web presence and design of social media profiles
3. Monitor and engage with the organization's target audiences
4. Expand Conflict Dynamics' online community and develop influencer outreach efforts
5. Monitor social media trends and share corresponding communication efforts
6. Work alongside the GlobalGiving Team to increase their presence and maximize the impact on the platform
7. Coordinate with program teams in the field to organize and regulate content updates for organization-wide social media accounts and publications
8. Work with program teams on updating general information documents

The Digital Marketing & Social Media Associate will also conduct other tasks as agreed with Conflict Dynamics.

5. Location and Level of Effort

The Digital Marketing & Social Media Associate will be based at Conflict Dynamics' Head Office in Cambridge, MA, USA.

The expected level of effort is part-time, **15-20 hours a week** for the **duration of 6 months**. Conflict Dynamics will be flexible with student candidates and is willing to work around academic schedules as the position extends into the school year.

6. Experience and Qualities

Experience, skills, and qualifications

- Graduate degree (Master's or equivalent) in progress or completed in communications, marketing, digital media or public relations
- Solid knowledge of Final Cut Pro, Premiere Pro, Audacity or other media editing software
- Experience with major social media platforms (Facebook, Linked In, Twitter, Instagram etc.)
- Knowledge of Microsoft Office Suite, Adobe, and Constant Contact
- Knowledge of web design and content management systems
- Excellent analytical and project management skills
- Familiar with content marketing, blogging, and SEO
- Fluent in English

- Excellent writing, communication, and interpersonal skills, with experience drafting for a variety of audiences
- Creativity and ability to work both independently and as a member of a diverse team
- Additional qualification in web design or animation is a plus

Qualities

- Commitment to Conflict Dynamics' mission and ethos
- Diligence, reliability, and consistency, with an eye for detail
- Ability to draft and edit under tight deadlines
- Ability to communicate complex ideas succinctly and without jargon
- Ability to give and receive constructive criticism
- Ability to work with a mobile team across contexts and time zones

7. Compensation

The compensation for the Digital Marketing & Communications Associate role will be commensurate with experience. However, the envisioned compensation range will reflect the nature of the role as an entry-level role suitable for a current or recent graduate or a candidate who has 2 to 5 years of professional experience.

Conflict Dynamics offers employment benefits and allowances, including a Health Reimbursement Arrangement for the length of employment.

8. Application Procedure

Applicants should send a cover letter and resume/CV to **kmurray@cdint.org** not later than close of business day on **16 May 2019**. The cover letter/email should reference "Digital Marketing & Communications Associate". Only candidates with pre-existing authorization for employment in the United States should apply for this position.

Shortlisted candidates will be required to provide three references. Interviews and writing exercises will be held in Cambridge, MA, USA in late May.

****NOTE: ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED****

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