



AMAZIMA

MINISTRIES

POSITION TITLE:

Director of Communications

PURPOSE:

1. Responsible for raising awareness of Amazima and its work through print and online media in the U.S and throughout the world.
2. Oversees the development and implementation of Amazima's communication strategy (print, online, social media) with the purpose of acquiring and retaining ministry donors and partners.
3. Facilitate consistent messaging between US and Uganda offices in all communications.
4. Protect and promote the Amazima brand including implementation of the Amazima style guide organizational wide.

REPORTS TO:

Managing Director

RELATES CLOSELY WITH:

Finance and Administration Manager, Communications Manager, Uganda Media Coordinator.

RESPONSIBILITIES:

Works in a collaborative environment with the Communications Manager to set the direction and oversee:

- Amazima's Web site – Responsible for the look and feel of Amazima.org. Oversees both content and functionality of the site. Leverage opportunities to tell the Amazima “story” in print, video and pictures.
- Direction and content strategy for Amazima's welcome, drip and retention communication (email) efforts utilizing Salesforce and Mail Chimp.
- Social Media: Determine how and when to best use social media to engage and connect with our constituency. Stay up to date on new tools and resources to reach the market.
- Develop, implement, manage and analyze new and alternative social media strategies and uses creative, cutting - edge practices to increase visibility and traffic.
- Establish and manage Amazima's communication strategy and calendar: Ensure the quality, frequency, consistency and integration of our communication efforts with our constituents (donors, sponsors, followers, etc.).
- Develop a set of communication metrics to monitor and evaluate activities in order to determine the success or otherwise of communications strategies.
- Responsible for day -to-day production and management of engaging content across external digital properties, including website and social media platforms.

DESIRED CHARACTERISTICS

- A Biblical Lifestyle
- Excellent Relational/Communication skills
- Strong analytical skills
- Proven strategic thinking ability
- Ability to consistently meet deadlines
- Marketing minded
- Attention to detail
- Ability to multi-task
- Systematic thinking – an ability to design and implement systems and processes

EXPERIENCE REQUIRED

- B.A. preferred or equivalent experience.
- Minimum of three (3) to five (5) years of experience in non-profit communications role
- Experience with CRM software (preferably Salesforce) a plus.
- Demonstrated competency in and working knowledge of social media tools