

## Helen Keller Intl Job Announcement

### **Officer, Social Media and Digital Communications**

*Remote – flexible to be based anywhere Helen Keller is an registered employer.*

Guided by the remarkable legacy of its co-founder, Helen Keller, Helen Keller Intl partners with communities that are striving to overcome longstanding cycles of poverty. By delivering the essential building blocks of good health, sound nutrition, and clear vision, we help millions of people create lasting change in their own lives. Working in 20 countries – across Africa, Asia, Europe, and the United States – and together with a global community of supporters, we ensure every person has the opportunity – as Helen did – to reach their true potential.

We are seeking a creative, organized, and digitally savvy Officer, Social Media and Digital Communications to manage and grow the organization's global social media presence and support its broader digital content needs. This role will manage Helen Keller's global social media channels, provide tools and support to strengthen the social media presence of country teams, support digital content and website updates, and craft compelling content for other social platforms that engages audiences and motivates giving.

The ideal candidate is a strong writer and digital communicator with a deep understanding of social media strategy and content tailoring across diverse audiences and platforms. Additionally, this position will manage website content strategy and updates for Helen Keller's website.

### **Functional Relationships**

The Officer, Social Media and Digital Communications will join Helen Keller's newly formed Center for Brand and Marketing, reporting to the Manager, Advertising. S/he will collaborate closely with the content and fundraising teams to ensure messaging consistency across social and digital channels, and partner with country teams to guide their social media channels.

### **Key Responsibilities**

#### **Social Media Management**

- Develop and lead implementation of Helen Keller's global social media strategy aligned with fundraising and organizational priorities.
- Recommend annual and quarterly channel priorities and content focus areas.
- Plan and manage digital campaigns supporting fundraising and awareness initiatives.
- Manage the day-to-day posting, monitoring, and engagement on Helen Keller's global social media platforms (Facebook, LinkedIn, Instagram, BlueSky, etc.).
- Interpret content marketing strategy for social media platforms that maintains a consistent brand voice, inspires engagement, and supports donor conversion goals.
- Track performance metrics and use analytics to inform strategy, optimize content, and grow audience reach and engagement.
- Serve as organizational advisor on social and digital engagement best practices.

- Recommend channel strategy, campaign approaches, and content optimization for organization and country teams.
- Design and deliver practical guidance, training, and tools to strengthen country teams' social media practices, serving as a technical resource for platform use, content standards, and performance monitoring.
- Collaborate with country offices to amplify local content across global channels and maintain consistency in brand voice and messaging.

### **Website and Digital Content Support**

- Lead planning and execution of website content updates supporting organizational campaigns, fundraising priorities, and program visibility.
- Manage and update Fundraise Up campaigns and content to support digital fundraising goals.
- Coordinate cross-team input and content development for priority web updates, ensuring accuracy, timeliness, and messaging consistency.
- Recommend improvements to website content structure, user journeys, and calls to action to strengthen engagement and digital fundraising performance.
- Monitor website performance metrics and recommend content or structural optimizations to improve traffic, engagement, and conversion outcomes.
- Support testing and optimization of donation pages and campaign landing pages in collaboration with fundraising teams.
- Serve as internal advisor on digital content best practices, accessibility standards, and audience engagement approaches.
- Support digital ad content creation and email marketing capacity, as needed.
- Stay informed on digital and social media trends, tools, and best practices to help shape Helen Keller's evolving digital presence.

### **Qualifications**

For our team to be a great fit for you, the following qualifications should resonate with you:

- Education: Degree in marketing, communications, or related field.
- Experience: 4-6 years of experience managing social and digital communications strategy and campaigns, preferably for a large, dispersed nonprofit or mission-driven organization.
- Demonstrated success growing and managing brand presence across major social media platforms.
- Excellent writing and editing skills with the ability to adapt tone and message for different audiences and platforms.
- Familiarity with content management systems (e.g., WordPress) and digital fundraising platforms (e.g., Fundraise Up or similar).
- Experience using social media management tools (e.g., Visa Social, Hootsuite), WordPress, and digital fundraising platforms (e.g., Fundraise Up or similar).
- Familiarity creating social graphics and short video clips in tools such as Canva, Adobe Creative Suite, CapCut, etc.
- Strong organizational and time management skills, with the ability to manage multiple priorities and deadlines.
- Collaborative, flexible, and solution-oriented. Ability to maintain balance when under stress.

- Demonstrable respect for all persons, regardless of religion, ethnicity, class or gender with a high comfort level working in a diverse environment with a commitment to high professional, ethical standards.
- Personal commitment to Helen Keller’s mission and goals and the values embodied by our namesake and co-founder: courage, integrity, rigor, and compassion.
- Ability and willingness to flex work hours to accommodate multiple time zones. Core work hours are expected to follow Eastern Standard Time (US).
- Proficiency in French a plus.

## **Fairness, Belonging and Zero Tolerance to Abuse**

As a member of the Helen Keller Family, each employee is expected to:

- Help to develop and maintain an environment that welcomes and develops a multi-cultural workforce with varied lived experiences and identities.
- Foster a work environment where everyone feels valued and included.
- Support employees’ evaluation and promotion processes based on skills and performance.
- Promote a safe, secure, and respectful environment for all members of Helen Keller family, stakeholders in general, and particularly for the communities we serve.
- Follow Helen Keller Code of Conduct helping to prevent any type of abuse including workplace harassment, sexual abuse and exploitation, and trafficking in persons.
- Adhere to the Organizational Core Values, which include courage, integrity, rigor, and compassion.

## **Compensation**

Helen Keller offers a comprehensive rewards package, including health and dental coverage, paid leave, and professional development. Specific offerings may vary by country in accordance with local laws.

The compensation for this position will be aligned with the local salary structure. The full-time annualized salary range for this position located in the United States is \$68,000 to \$102,000, with the midpoint of the salary range at \$85,000

## **To Apply**

Qualified candidates should submit a cover letter and resume to [Hki.Recruitment@hki.org](mailto:Hki.Recruitment@hki.org). Applications will be accepted until the position is filled.

In the spirit of the extraordinary ability and vision of our founder, Helen Keller Intl fosters an environment of fairness and belonging for our workforce

Helen Keller Intl is an Equal Opportunity Employer. We are committed to the principles of equal employment opportunity for all employees and applicants for employment.

**\*Locations where Helen Keller is a registered employer:** Bangladesh, Burkina Faso, Cambodia, Cameroon, Cote d'Ivoire, DR Congo, Guinea, Kenya, Mali, Madagascar, Mozambique, Nepal, Niger, Nigeria, Philippines, Senegal, Sierra Leone, Tanzania, and United States: California, Colorado, Connecticut, District of Columbia (DC), Florida, Georgia,

Hawaii, Louisiana, Maine, Maryland, Massachusetts, Minnesota, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Texas, Vermont, Virginia, Washington, and Wisconsin.