

HIMALAYAN CATARACT PROJECT

TITLE: Digital Communications Coordinator

POSITION TYPE: Part time, 20 hours/week

REPORTS TO: Communications Manager

LOCATION: Norwich, VT or remote

ORGANIZATIONAL PROFILE:

Himalayan Cataract Project (HCP) works to provide critical eye care services, training for health professionals, and enhanced eye care infrastructure throughout the Asia and Sub-Saharan Africa where lack of access to eye care results in unnecessary blindness. Working with local partners, HCP serves more than 1 million people annually through screening and treatment and provides over 100,000 surgeries, with an annual budget of \$12.4 million. HCP has offices in Vermont and in the Washington, DC metro area. Learn more at www.cureblindness.org

This is an exciting time for the Himalayan Cataract Project. With increased exposure and visibility (MacArthur Foundation *100&Change* Semi-Finalist and April 2017 *60 Minutes* feature), we are expanding our team to meet new challenges, scale our work, and broaden our reach. We are seeking individuals with an aptitude for operating in growth environments with interest and/or experience in scaling systems.

Through the use of storytelling, nonprofits can create compelling narratives that engage their audiences – and keep them engaged as the story unfolds. Through the use of the HCP | CureBlindness website, social media channels, e-blasts, crowdsourcing, and mobile apps, we can reach target audiences in multiple ways. This position will increase HCP | CureBlindness' online presence and assist in scaling and growing the Communication Department's goals and strategic initiatives.

SCOPE OF WORK:

Through written communication and skills in monetizing online social media, the Digital Communications Coordinator will work alongside the Communications Manager in managing HCP's daily social media and communication efforts. The Digital Communications Coordinator will develop creative ways of expanding the HCP's presence by way of social media platforms and other modes of digital communications, including assisting with important campaigns such as #GivingTuesday and World Sight Day to expand capacity and development goals. In addition, this role will be responsible for creating engaging, of-the-moment video content to increase presence and engagement.

ESSENTIAL JOB FUNCTIONS:

Social Media

- Assist with the development of HCP's social media presence with focus on growth

- Provide content for HCP's Facebook, Instagram, YouTube and Twitter pages along with any other social media platforms used to increase the organization's online presence
- Supervise social media content and respond to comments, inquiries and direct messages as well as monitoring postings and activities made by followers
- Identify new and interesting development opportunities through social media
- Create branded content for posts
- Increase engagement with partners
- Increase the number and total value of donations through social media

Website

- Assist with the development and creation of website materials
- Assist with management of HCP website

Reporting & Analytics

- Create detailed monthly analytic reports for each social media platform
- Update and maintain Communications Dashboard in Smartsheet

Video & Photography

- Edit video and photo for all digital communications
- Coordinate and maintain digital asset management system, Image Relay

Other Responsibilities

All employees are expected to work as a team and to contribute to any activity that could promote the success of the organization.

GOALS:

- Increase Facebook donations from \$22k in 2018 to \$50k in 2019, with year-to-year growth
- Monetize Instagram through stickers
- Increase Instagram followers from 1,800 in June 2019 to 10k by June 2020
- Increase Twitter followers from 1,800 in June 2019 to 10k by June 2020
- Create viral video content, target being shared by a viral video platform or achieving over 500,000 views

QUALIFICATIONS:

The ideal candidate will have the following skills:

Minimum Qualifications

- 2-3 years of experience running social media for a nonprofit organization or corporation
- Excellent computing skills, knowledge of social media platforms and CRM
- Motivated self-starter, able to effectively utilize technology
- Excellent communication and diplomacy skills: the proven ability to communicate effectively with social media followers, donors and partners in writing
- Experienced in video and photo editing, and light graphic design to create high-quality branded digital content.
- Solid organizational skills with the ability to manage multiple tasks, set priorities, effectively manage time and meet deadlines.

- The ability to work with staff across departments and promote productivity in a pleasant work environment
- Proficient in Microsoft Office including Outlook, Word, Excel, Publisher; Google Drive; SmartSheets; and Adobe design software.

WORKING WITH HCP:

Himalayan Cataract Project is a high-energy and fast-paced organization. We work to change eye care in the developing world with a firm commitment to eradicating unnecessary blindness and reaching the unreachable patient. We are a small team where everyone plays an important role and has an impact. We hire individuals who are professional, collaborative and creative thinkers with a passion for our mission.

To Apply

We invite qualified candidates to submit a resume and cover letter. Please send materials via email to: jobs@cureblindness.org

Himalayan Cataract Project considers all applicants on the basis of merit without regard to race, sex, color, national origin, religion, sexual orientation, age, marital status, veteran status or disability.