



## Help Educate

International Education Aid Service  
% Benjamin Nathanson  
189 Schermerhorn St, Apt 9G  
Brooklyn, NY 11201

# Help Educate Communications Manager

## Organization

Help Educate is a 501(c)3 charitable organization dedicated to international development and built on the idea that education has the power to transform individuals and communities. We work with local Nicaraguan committees in rural communities to identify students with the greatest potential for making a positive impact in their communities. We provide these students with university scholarships and leadership development training to build their careers and move Nicaragua forward. Help Educate's students are primarily from rural communities and attend nearby Nicaraguan universities.

Help Educate is an all-volunteer organization managed by individuals across the U.S. and Nicaragua, and guided by a Board of Directors. Help Educate was founded by Returned Peace Corps Volunteers and continues its expansion into new communities via continued collaboration with Peace Corps Nicaragua.

## Position Description

The Communications Manager will lead and execute Help Educate's marketing and communication activities, including managing Help Educate's website and social media accounts. They will also produce the organization's Annual Report and other virtual and physical mailings. S/he will coordinate with and support the Management Team and Board of Directors with the promotion of the organization, its students, and fundraising events. Additionally, s/he will engage in communication and coordination with Nicaraguan partners to collect information for our communications campaigns. A two-year commitment is expected, with an anticipated workload of 8-12 hours per month, though it may vary. This is a volunteer, unpaid position, but can provide invaluable experience and leadership opportunities in an all-volunteer international development 501(c)(3) non-profit operating in Nicaragua for more than 13 years. Potential for travel to Nicaragua for communications activities, including meetings with our local Nicaraguan selection committees and with our grant recipients to collect photos and stories.

## **Ideal Candidate**

Help Educate seeks a highly motivated person with interest or experience in international development and communications, particularly graphic design, social media, and website management. Ideal candidate is a self-starter who works with a high level of autonomy, is highly organized, and has a vision for improving Help Educate's efforts. Spanish proficiency is preferred. Help Educate is a virtual organization, so location is flexible.

## **Responsibilities**

- Primary Role: Lead Help Educate's communications strategy and manage the website
  - Assist Management Team with developing an annual communications strategy and lead implementation of the strategy
  - Maintain and update the website [www.helpeducate.org](http://www.helpeducate.org)
    - Currently built with easy-to-use RapidWeaver software available on Mac
  - Liaise with Management Team and Board Members to promote fundraising events and organizational updates via social media (Facebook, Twitter, etc.) and MailChimp
  - Create Annual Report and other documents as needed, such as brochures, event flyers, annual holiday postcard mailing
  - Participate in virtual monthly management team meetings and quarterly Board of Directors meetings by telephone
  - Attend annual meeting (if possible) in Washington D.C. (or other location)
- Secondary Role: Commit to participating in development activities
  - Serve as an active leader and voice for Help Educate's mission
  - Participate in development activities
  - Lead one fundraising activity per year
  - Actively promote and support Help Educate fundraising events and campaign

## **Application Process**

Please submit a resume and a cover letter describing your interest in this position to [amartinwendt@helpeducate.org](mailto:amartinwendt@helpeducate.org). Applications will be reviewed on a rolling basis through March 31, 2017.