



Position Overview

An exciting opportunity to work within two key areas of School the World's operations. Reporting to the Director of Operations, assist in managing and growing our Service Learning Program with a focus on all marketing, recruitment and fundraising strategies. Eager to travel? Travel internationally a minimum of 5 weeks a year, leading service groups in Central America. Draft communications, online and public relations messages and collateral to present School the World as a high impact leader in the fields of global education and service learning. As a key employee of a young and entrepreneurial organization preparing for growth, she/he will act on a wide variety of initiatives and requests in order to make the organization flourish.

Requirements

- 1-2 years relevant work experience
- Bachelor's degree
- Legally able to work in U.S. without sponsorship
- Proven project management experience with timeline-driven projects
- Copywriting experience
- Experience with common social media platforms (Facebook, Twitter, Linked In, Instagram, YouTube)
- Experience with Wordpress a plus
- International travel experience
- Spanish speaking a plus

Skills

- Ability to take knowledge and transform it into exciting and useful messages, and disseminate to the right audiences;
- Highly collaborative style with sincere commitment to build relationships with all constituent groups, including staff, board members, volunteers, donors, beneficiaries and all supporters;
- Passion for and commitment to the mission, philosophy, values and education strategy of School the World;
- Excellent writing, editing and verbal communication skills;
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives;



- Real team player and team builder with positive attitude and willingness to roll up his/her sleeves to do what is most needed at any given time or moment to realize the mission and make the organization succeed.

Responsibilities

Service Learning (70%)

- Through a partnership with another local organization, work closely with low income students in support of reaching their fundraising goals & ensuring all logistical travel arrangements are met;
- With the Director of Operations, develop and execute on a targeted recruitment plan & marketing strategy to achieve program growth & expansion;
- Preparing electronic and print materials for our Service Learning Programs (high school, college & corporate level);
- Develop all materials for outreach to schools, parents, youth groups, student participants and potential participants in the Service Learning Program;
- Research and improve all program curriculum for pre-trip seminars, ensuring that it complies with Global Competence & Service Learning requirements;
- Assist in the development of Global Literacy curriculum for engaging youth (K-8) and working with teachers, parents & alumni to bring learnings into the classrooms;
- Point of contact for participants to assist with fundraising activities;
- Willingness to travel on most to all service trips to Guatemala

Communications (30%)

- Draft online content that engages audience segments and leads to measurable action. Decide who, when and where to disseminate;
- Prepare communication vehicles to create momentum and awareness with both donors and the general public;
- Manage the development, distribution, and maintenance of all print and electronic collateral including emails, brochures, annual reports and websites;
- Coordinate webpage, Facebook, Twitter and other social media maintenance – ensure that new and consistent information (article links, stories and events) is posted regularly.



Other

- Draft reports and other related materials as requested;
- Manage student interns related to your responsibilities
- Support all development initiatives as requested;
- Draft and distribute internal communication among staff and offices abroad;
- Perform a variety of tasks as requested and as necessary to allow the Founder & CEO to travel and both manage the program team in Latin America and market the organization to current and potential new funders.