

Marketing and Communications Associate

Job Description

About ReSurge International

ReSurge International is a global non-profit organization that is scaling up access to reconstructive surgical care in low-income countries by training and supporting the next generation of reconstructive surgeons across Africa, Asia, and Latin America. ReSurge International pairs 50 years of experience with an innovative empowerment model that is creating a ripple effect of impact across economies, communities, and human lives. ReSurge is at an exciting inflection point of growth and impact and we are eager to build a team of passionate and mission-driven individuals who can join us in achieving our goals.

Position Summary

Do you believe in the power of communications and social media to inspire action in the social impact space? Do you believe a well-told story can inspire lasting change? ReSurge International is seeking a driven Marketing and Communications Associate to help take our brand, social media strategy, and digital presence to the next level. The Marketing and Communications Associate will use social media, writing, and content marketing tools to bring the impact that happens across the 19 countries where we work to life as we expand our reach and grow our impact.

In this role, you will work closely with the Director of Marketing and Communications to build and execute an annual social media and editorial strategy. You'll motivate our audiences with inspiring content and stories from our patients, international partners, and change-makers around the world. You are an excellent writer who can capture the essence, tone, and focus of a story. You are data-driven and know how to harness the right channel(s) to reach the right audience with the right content at the right time. Most importantly you bring a deep and personal passion for social impact and share our commitment to global health equity in the international development space.

Key Responsibilities

- Sourcing, drafting, and publishing daily social media content across all channels aligned to an editorial and messaging calendar
- Monitoring, listening, and responding to conversations on social media to facilitate connections and increase brand engagement
- Analyzing and reporting on social media metrics
- Assisting on marketing and digital marketing campaign research and execution
- Creating, organizing, and sharing marketing assets and tools, including photography, videography, documents, and templates
- Copywriting and editing in brand voice and tone across blog, email, and social media
- Managing an editorial calendar for the ReSurge blog, writing content and managing volunteer writers
- Supporting ReSurge event communication and preparation
- Project managing select graphic design projects
- Completing other support tasks as needed

Required Qualifications

- Educational background or at least 2 years of experience in communications, marketing, PR, design, or journalism
- 1-2 years of experience managing social media platforms and creating content for social media including Facebook, Instagram, Twitter, and LinkedIn
- Exceptional written, verbal, and interpersonal communication skills – you must be an excellent writer
- An eye for visual storytelling and an understanding of what makes for good photography, graphics, and video.
- Strong attention to detail and project management skills
- Strong passion and commitment to global health equity and the mission of ReSurge
- Genuine commitment to social justice, and diversity, equity, and inclusion.
- Cultural competency and intercultural communication skills—a respect and curiosity for other world-views
- Thrives as a team player in a fast-paced environment

Desired Qualifications

- Experience working in the non-profit sector, ideally with a global health organization or an international non-profit
- Adobe Creative Suite Editing Skills: Photoshop, InDesign, Premiere Pro
- Experience working closely with fundraising teams.

Work Location

This position is based in the San Francisco Bay Area with a hybrid remote and in-office schedule. This position may require some evening or weekend hours for events and board meetings.

Diversity, Equity, and Inclusion

It is a core belief at ReSurge that diversity, equity, and inclusion make our programs stronger, and we seek to reflect that diversity on our team as well. We are an equal opportunity employer actively seeking diversity in service to our mission to inspire, train, fund, and scale reconstructive surgical teams in low-income countries to provide life-changing care to patients with the greatest need.

Compensation

Commensurate with qualifications and experience, plus excellent health and welfare benefits, 403b retirement plan, a flexible work schedule, and generous paid time off.
Salary Range: \$55,000 - \$65,000

Physical Demands

The job is typically performed in a normal office environment, using common office equipment including a computer, keyboard, mouse and multiple monitors. Work may be performed in a home office. This position will require the ability to stand, walk, stoop, kneel, and crouch as well as manipulate (lift, carry, move) up to 20 pounds and may be performed standing or sitting.

To Apply

Please send a resume and cover letter to jobs@resurge.org