



Imago Dei Fund

THE IMAGO DEI FUND

Open Position: Communications Manager

Location: Boston, MA strongly preferred (hybrid schedule with 3 days/week in office)

Background

The [Imago Dei Fund](#) (“IDF” or “the foundation”) is a private grant-making foundation that dedicates its resources to bringing about a more just, free, and sustainable world. Founded in 2009 by Emily and Ross Jones, IDF is a faith-inspired foundation working across faith and secular lines to fund innovative, locally rooted changemakers, to enter into partnerships that expand the impact of the Foundation’s philanthropic goals, and to catalyze movements that are transforming the deeper roots of injustice and working to restore wholeness to our world. IDF centers the needs of women and girls in its work, strives to be a bridge-builder, and takes a relational and holistic approach to its work. In line with its 2023-2025 strategic plan, the foundation is expanding its team to upgrade its communications function as well as to grow the Girl Child Long Walk project through a range of digital marketing and communications efforts.

The [Girl Child & Her Long Walk to Freedom](#) (“Girl Child Long Walk project” or “GCLW”) is a joint project of IDF and the [Institute for Faith and Gender Empowerment](#) (IFAGE), launched in 2018 by IDF co-founder, Emily Nielsen Jones, and IFAGE founder, Domnic Misolo. The mission of the Girl Child Long Walk project is to nurture a community of faith-inspired change agents putting “faith to work through love” to liberate the world from the deep roots of patriarchy and the vision of a world where girls grow up feeling safe and equally valued and everyone can become all they were meant to be.

The **Communications Manager** will be an integral member of the IDF team and contributor to the Girl Child Long Walk project and will report to the Imago Dei Fund’s Impact Partner.

Description

The **Communications Manager** role is a new role for the Imago Dei Fund with opportunity for growth. Whoever steps into this role will be responsible for shaping and implementing all branding and communications in line with Imago Dei Fund’s 2023-2025 Strategic Plan and recently developed marketing and communications plan. The successful candidate will be moved by IDF’s mission, bring a positive can-do attitude, a sense of humor, grace under pressure, and a desire to learn and grow over time, operate with integrity and high professional standards, and contribute to a team culture that fosters collaboration, creativity, and a sense of shared values and vision.

Responsibilities

- Implement all components of IDF's Marketing and Communications plan, including any refresh of IDF's visual identity and website and the rollout of ongoing communications and campaigns.
- Collaborate with IDF's Program Team and Impact Partner to create reports, grantee partner profiles and other materials to responsively and creatively amplify the work of IDF's grantee partners.
- Plan and execute GCLW marketing campaigns to raise awareness and engagement with the project.
- Manage all GCLW Social Media accounts and its YouTube Channel, including developing and maintaining editorial calendars, writing copy, scheduling, and posting.
- Manage and maintain IDF and GCLW's distinct brand identities, ensuring consistency across all channels, including refining brand guidelines, overseeing brand positioning, and monitoring brand reputation.
- Work closely with the IT director and other team members on the redesign and maintenance of the IDF and GCLW websites.
- Manage IDF and GCLW outward communications, including website content, newsletters, blog posts, event emails and other communications.
- Support IDF and GCLW engagement in external forums and events, potentially to include drafting and/or editing of talking points, presentations, and blogs or articles.
- Create visuals, graphics, and program collateral, and support other graphic design projects.
- Provide metrics, analytics, and reporting on all digital content, reach, user engagement, and marketing and communications campaigns.
- Manage IDF and GCLW's public image and relationships related to online and offline presence, entailing cultivating positive relationships with IDF and GCLW audiences, monitoring IDF and GCLW publicity, and responding to media/social media inquiries.
- Manage special projects as required.

Qualifications

Experience

- A bachelor's degree and at least 5 years of relevant professional experience.
- Demonstrated ability to get up to speed and be comfortable working across a variety of issue areas and stakeholders (experience in community/international development and philanthropic arenas a plus).
- Track record of developing compelling and engaging content for various communications audiences, materials, and channels, including website copy, blog posts, external presentations, and social media content.

- Demonstrated success in building and engaging online audiences, growing lists, and designing and executing marketing campaigns.
- Experience managing social media platforms, including creation of content calendars and implementing social media advertising campaigns to drive brand awareness and engagement.
- Demonstrated use of analytics tools to track and measure communications and campaign performance, analyze data, and provide insights for optimizing marketing and communications initiatives.
- Experience with brand management and public relations support.
- Experience managing consultants and other external resources.

Skills

- Strong communications skills along with the ability to think creatively and develop high-quality content and marketing and communications campaigns that differentiate the brand and capture audience attention.
- Excellent writing and editing skills, with experience bringing a narrative strategy to life.
- Understanding of the latest digital trends and technologies, as well as of best practices in digital marketing and communications while maintaining a learning orientation for continuous improvement.
- Expertise in the following technology: MailChimp, WordPress, GoogleSuite, YouTube, Facebook, Instagram, LinkedIn, Twitter, and Salesforce. Proficiency in video editing is a plus.
- Strong organizational and project management skills, with the ability to handle multiple tasks simultaneously, prioritize work activities and use time efficiently to meet deadlines and ensure smooth execution of marketing and communications initiatives.
- Proficient in using analytics tools to gather and interpret data, identify trends, and make data-driven decisions for optimizing communications and campaigns.
- Excellent inter-personal and collaborative skills to work effectively with colleagues across functions and a range of stakeholders to achieve marketing and communications objectives.

Compensation

Imago Dei Fund provides a competitive salary and benefits package.

Apply

Position is open until filled. Please apply online at <https://imagodeifund.org/join-our-team/>. You will be prompted to upload your résumé/CV and a cover letter describing your interest in this position and why you would be a good fit for the role. If you have any difficulties applying, please reach out to <mailto:jobs@imagodeifund.org>.