



AGA KHAN FOUNDATION

SR. OFFICER DIGITAL COMMUNICATIONS

Aga Khan Foundation, USA

Sr. Officer, Digital Communications

Location: Washington, DC.

Reports to: Director, Resource Development and Communications

ABOUT AGA KHAN FOUNDATION, USA (AKF USA)

The Aga Khan Foundation is a leading global development organization working to tackle the root causes of poverty. For more than 55 years, we have helped create strong community institutions that support sustainable, locally driven initiatives to improve the lives of millions of people.

Rooted in Africa, Asia, and the Middle East, our staff have unique insights into the complex challenges people face today as well as the opportunities for tomorrow. By combining local knowledge with global best practices, we strive to bring about transformative and long-lasting improvements to quality of life. Taking a generational approach, we have built the trust required to do this work even in the most fragile contexts.

Our programs aim to ensure infants have the best possible start in life; families are healthy and well-nourished; children and young people can access quality learning opportunities and grow to fulfil their potential; and adults can develop future-facing skills so they can gain employment or start their own businesses. As our climate changes, we are working with the communities we serve, and especially farmers, to adapt to its challenges and opportunities and contribute to a healthy planet.

But the issues we face are evolving rapidly. To meet them, we use innovation to empower communities to develop new solutions that can be quickly tested and refined ensuring they are relevant, feasible, and sustainable.

Working alongside the agencies of the Aga Khan Development Network – comprising hospitals, schools, universities, businesses, and climate and cultural programs around the world – we have access to a unique breadth of resources and in-depth know-how. And through partnerships with local communities, civil society, and businesses as well as governments and international aid agencies we are working to expand opportunity for everyone.

We are building a future where we all thrive together.

Learn more: <https://www.akfusa.org>



POSITION SUMMARY

Join us to plan, create, and execute meaningful, high-quality digital content to support our fundraising campaigns and increase awareness and education about our impactful development programs amongst our US audiences.

The right candidate will work in the Resource Development and Communications team. You will be responsible for developing communication plans, writing content tailored to key target audiences and communication channels and tracking/ monitoring the performance of the communication pieces. In this role, you will maintain AKF USA's web and social media presence to build support for our fundraising, education, and awareness work to position and elevate AKF USA as an innovative thought leader in international development.

Success will require applying creativity in your approach and working within the brand and communication messaging guidelines. You will work closely with your team members as well as the Planning and Legacy team, Programs and Partnerships team, and supportive functional teams, in a fast-paced dynamic environment.

PRIMARY DUTIES AND RESPONSIBILITIES

- Develop, execute, and manage strategic and tactical communication plans, as well as social media strategic plans, and calendars.
- Prioritize projects determined by key deliverables and timelines provided by stakeholders from across the organization, with special attention to fundraising campaigns and development program stories.
- Write content material (print and digital) using appropriate language styles for the communication channel being used and the audience being targeted to increase awareness, engagement, and contributions, as well as strengthen the brand position.
- Work closely with Fundraising colleagues, Planning and Legacy team, Programs and Partnerships team, and supportive functional teams to research, develop, write, review, edit, and or produce key communication pieces:
 - Annual Report
 - Monthly Newsletters
 - Web stories, videos, and social media posts
 - Web content
 - Correspondence with donors, sponsors, volunteers, and supporters
 - Materials to support events and campaigns.



- Other pieces as needed.
- Measure, monitor, and track the impact of communication assets. Compile findings and actions in monthly reports.
- Serve as a brand ambassador and a communications resource for our volunteer network—guiding them with tools, templates, and other materials.
- Maintain core pages on the website, (WordPress) and grow engagement, views, and impressions on our social media assets (Facebook, LinkedIn, Twitter (X), YouTube, Instagram) which drives traffic to the website and increases donations, sponsorships, and volunteer involvement.
- Attend and fully participate in the planning and execution of virtual and in-person events and meetings with volunteers, donors, sponsors, and supporters. Must be willing to travel as needed.
- Complete other projects as assigned by the Director.

REQUIRED QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree in communications or related fields.
- Six years of professional experience in communications or marketing, at a nonprofit or mission-driven or commercial organization.
- Excellent writer with strong proofreading skills and attention to detail.
- Strong strategic thinking, analytical, and organizational skills.
- Knowledge and experience managing CRMs, websites, social media, and email distribution platforms (Every Action, WordPress, MailChimp, Hoot Suite etc.)
- Experience working with online graphic design applications and tools (In Design, Canva etc.)
- Proficient in Microsoft Applications, Word, PowerPoint, Excel, Google Analytics, and Social Media Analytics.
- A drive and curiosity to learn, problem-solve, and troubleshoot independently and collaboratively.

A BONUS IF YOU HAVE BUT NOT NECESSARY

- An interest in international development or global issues.
- Basic knowledge of human-centered design.
- Strong typography skills with attention to visual design and layout.
- An ability to use HTML/CSS/Javascript to customize Wordpress-based layouts and provide support for colleagues creating site content.
- Enthusiastic readiness to learn new technical skills through self-directed research or professional development courses.



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- Experience using Microsoft Office Teams for office communication and project management.

COMPENSATION PACKAGE

- Salary range: **\$80,000 – \$87,500** per annum based on experience and qualifications.
- Medical, dental and vision plans with 100% of the cost of the premiums for employee only covered by AKF.
- Life, AD&D, STD and LTD insurance sponsored 100% by AKF.
- Section 125 Plans / FSA.
- 401(k) with generous 8% employer contribution after one year of service.
- 15 paid vacation days plus 12 paid sick days per year.
- Up to 12 weeks of paid parental leave.
- And more...

APPLICATIONS

Interested applicants Please submit a resume and cover letter together with the names and contact details of three professional references to: humanresources.akfusa@akdn.org subject line: **“Application for Sr. Officer, Digital Communications”**

Deadline for application: **April 7th, 2024**

Only shortlisted candidates will be contacted. Applications will be reviewed on an ongoing basis. Please note that applicants must be eligible to work in the USA.

AKF USA is committed to advancing gender equality and inclusion through our programming and operations in the USA and overseas. AKF USA employees requires all employees to review and abide by the AKF Gender Equality Policy.

AKF USA recognizes the importance of safeguarding and is committed to ensuring it manages a wide range of risks such that beneficiaries, staff, other associates, and the organization as a whole are kept safe from harm. AKF USA requires all employees to review and abide by the AKF Safeguarding Policy.