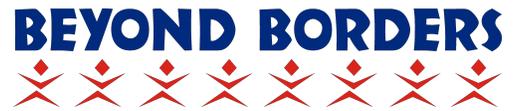


Creative Director



Job Description

Location:	Washington, DC with occasional travel to Haiti; remote work negotiable
Reporting to:	Deputy Executive Director
Direct Reports:	Field Communications Staff and/or Interns/Volunteers
Type:	Full-Time, Salaried
Application Deadline:	October 15, 2017
Desired Start Date:	November 2017

Beyond Borders, a small, DC-based nonprofit committed to supporting social movements and development efforts in Haiti, is looking for a talented, enthusiastic, self-directed individual to join our team as **Creative Director**. Our Creative Director must be spirited and passionate about our mission to improve the lives of ultra-vulnerable families in Haiti. The right candidate demonstrates the *innovative thinking* essential for *revitalizing social conscience engagement and philanthropy*, possessing the ability to see the *big picture* while, at the same time, having *excellent attention to detail*. A successful candidate will have a good understanding of all aspects of *digital communications & social media* and be able to capitalize on and keep up to date with *new technologies*.

About Beyond Borders

Beyond Borders sees in Haiti the seeds for a new world where people overcome great challenges by learning to question, dream, & act together, and where families & communities thrive on foundations of trust and mutual respect. With a mission to help people build social movements for liberation in Haiti, Beyond Borders works to equip Haitians to end child slavery, to ensure quality primary education for all, to prevent violence against women and girls, and to secure sustainable livelihoods and economic justice for the most vulnerable. For more information about our work, please go to our [website](#).

Job Description

The Creative Director will play a crucial role in growing Beyond Borders' public relations work, improving visibility, and marketing of the organization as a unique, effective, and growing non-profit both in Haiti and in the United States. The Creative Director will improve the overall quality of Beyond Borders' communication content and increase Beyond Borders' engagement across all communications platforms with a focus on enhancing its digital presence. Reporting to the Deputy Executive Director, the Creative Director will work closely with the Donor Relations Director, Grants Director, Program Coordinators in Haiti and the United States as well as field staff to effectively identify, create, and produce clear and professional informational products that are available to donors and Beyond Borders' stakeholders.

Responsibilities

- Elaborate and implement a comprehensive organizational communication strategy, with strong focus on innovative ideas to refine social media outreach and strategy to grow followers, increase engagement and optimize user experience
- Create and/or edit multimedia content including videos, animations, and infographics for the website, social media (Facebook, Instagram, Twitter, YouTube, etc.), quarterly newsletters (print and/or online), and other appropriate outlets

- Manage social media channels and ensure proper dissemination of multimedia content
- Manage the re-branding and overhaul of Beyond Borders' website and maintain regular updating; oversee the design and implementation of landing pages in order to maximize donor engagement and donation rate
- Work with the Donor Relations Director to develop strategies and content for digital fundraising campaigns, using strategic online platforms, including but not limited to CauseVox, Classy, E-Tapestry
- Monitor, track and record communications and other data in donor management database
- Develop/write and manage the production of professional publications such as newsletters, leaflets, brochures, press releases, presentation templates, and success stories
- Design and implement family sponsorship communications strategy
- Support the Grants Director in producing communication pieces for grant applications and reporting
- Support the Donor Relations Director, Deputy Executive Director and Executive Director in outreach initiatives targeting local allies including schools, student and community groups, churches, and other institutional partners
- Directly line manage communication staff in Haiti and manage short-term communication consultants
- Manage relationships with media, graphic designers, and publishing vendors as appropriate
- Recruit and manage communications support staff, interns and volunteers
- Ensure capacity development of key staff in Haiti and State-side
- Other duties as assigned

Qualifications & Requirements

- Passionate about social justice and a commitment to Beyond Borders' mission and vision, which can be found [here](#)
- Hands-on experience and knowledge of online marketing, marketing channels, website management, digital content production and digital fundraising (a minimum of 3 years of professional experience)
- Previous experience in Haiti and/or previous experience with a development NGO is a significant asset
- Excellent written and verbal communication skills in English; a professional working knowledge of Haitian Creole (written and verbal) is *strongly preferred*; French is an asset
- Understanding of the fundamentals of good photography and proven photography skills, including familiarity with Aperture, Lightroom, Photoshop etc.
- Proficiency with tools including Adobe In-Design and/or equivalent/relevant software, Microsoft Office tools and Google+ and familiarity with advanced Smartphones
- Strong understanding of social media best practices
- Proven experience of juggling multiple assignments, meeting deadlines with high-quality products
- Emotional intelligence and deep appreciation for cultures around the world and able to communicate cross-culturally
- Excellent interpersonal skills with a positive "can do" attitude in resolving problems and concerns quickly and correctly
- Ability to travel

To apply, please send your resume, cover letter explaining why this position interests you along with a sample of writing / communication products to k.vandewetering@beyondborders.net with **Creative Director** in the subject line.

Deadline for applications: **October 15, 2017.**

Beyond Borders is an equal opportunity employer. Diverse candidates including people of color, women and members of other historically marginalized groups are encouraged to apply.