



Pro Mujer Position Description

Position Title:	Community Manager
Reporting To:	Director, Communications
Location:	Latin America, (remotely)

ABOUT PRO MUJER

Pro Mujer is a leading women's development organization and a mission-driven social enterprise that harnesses the power of innovation to drive transformative, sustainable ideas to scale. Pro Mujer empowers women to realize their full potential and delivers vital services that help women lift themselves out of scarcity, run successful businesses, invest in their own wellbeing, and uplift their families and communities. Today, Pro Mujer serves nearly 300,000 women in Argentina, Bolivia, Mexico, Nicaragua, and Peru and employs over 1,800 dedicated people across Latin America and the US.

Since 1990, Pro Mujer has disbursed more than US\$3 billion in small loans and provided business and empowerment training, and preventative, primary and reproductive health care to millions of women and their families in Latin America, transforming lives and communities.

Community Manager

Entering a growth phase, the organization is seeking a part-time consultant community manager to develop and manage Pro Mujer's internal and external social networks and support all marketing and communication campaigns aligned with Pro Mujer's global strategy.

ESSENTIAL FUNCTIONS

- Provide and monitor engaging, visual content for our social media accounts, in Spanish and English;
- Respond to customer comments and inquiries in a timely manner in social networks, according to a script or script approved by the Communications Director;
- Organize and participate in virtual events to build community and increase brand awareness;
- Keep up-to-date with digital technology, industry and global trends in areas such as development, women's empowerment, microfinance and impact investing;
- Analyze KPIs and report weekly on content performance and marketing campaigns to help grow followers and increase brand awareness across all our social media networks;
- Manage paid ad campaigns on Facebook Ads and AdWords, with a strong emphasis on data analysis and optimization;
- Participate actively in the development of the internal communications strategy, managing the internal communications on Pro Mujer's Workplace platform. This includes monitoring employee posts and building engagement;
- Work directly with the Communications Director on the creation of manuals for:

- Social Networks usage;
- Branding across all media (print and digital) and implementation guidelines to be executed across all Pro Mujer countries;
- Development of a brand manual for our internal social network Workplace, emphasizing the correct use of the Pro Mujer brand, including visuals and tone.

MINIMUM QUALIFICATIONS

- Minimum 2+ years of experience leading and managing social media accounts
- Fluency in oral and written English / Spanish;
- Bachelor's Degree required. Advanced degree is preferred (Ms. Public relations, communications, digital media etc.);
- Working knowledge of digital marketing platforms, such as Hootsuite and Facebook Ads;
- Ability to identify gaps in our internal external communications initiatives and propose solutions;
- Ability to lead and quickly adapt to change, and navigate and work through a challenging, complex and dynamic work environment; flexible nature and comfortable with ambiguity;
- Some travel may be involved in LAT.

To apply, please submit to HR@PROMUJER.org your resume and a cover letter that outlines your suitability for the role, salary expectations and the name of the site where you heard about the position. **Any applications sent directly to Pro Mujer staff will NOT be considered**