

Director of Communications and Marketing

Mayan Families is a non-profit organization based in Panajachel, Guatemala, which develops educational, economic, and nutritional opportunities and assistance to the indigenous populations around the Lake Atitlan area. Through a wide variety of programs that center on indigenous leadership and focus on education and community development, Mayan Families operates on the principle that all people should have access to the basic necessities of life with dignity and respect.

Director of Communications & Marketing

We are seeking a Director of Communications & Marketing to coordinate and execute Mayan Families' external communications strategy. Based in Panajachel, Guatemala, this position shares the work and mission of Mayan Families to both an English and Spanish-speaking audience across various mediums including social media, email marketing, multimedia, and web. The ideal candidate will have experience in leading a small team, creating and executing an overarching communications strategy, and have a passion for non-profit work supporting developing communities. This position requires a high level of organization, team-building, project management, and writing and editing skills.

Responsibilities

- Oversee the development and execution of Mayan Families' communications and photography strategy, creating a yearly communications plan that includes coordinating:
 - Inspiring and positive monthly newsletters using Constant Contact
 - Social media platform strategy - Instagram, Facebook, Twitter, YouTube
 - Website updates and content creation that attracts donors and clearly shares our mission and impact in Guatemala
 - Digital media strategy - attractive photography, engaging video, informative graphic design
 - Informational blogs sharing our programs and updates from our amazing staff
 - Strategy and execution of donor-related photography
 - Strategically and creatively supporting communications initiatives aimed at our beneficiaries and communities.
- Ensure consistency in communications and brand visual presentation by shaping and adhering to the brand strategy and visual guidelines.
- Support a small team of communications and photography personal, instilling a sense of teamwork that brings out the leadership and passion of others.
- Support and develop communication strategies that elevate the dignity, sovereignty, and agency of the communities that we serve, and educate donors on effective community development (rather than charity) models.
- Work closely with the Development and Donor Relations team in both the strategic development and creative execution of fundraising campaigns, ultimately directing the campaign content,

activities/channels and storytelling. Support Development by developing communications materials for direct donor outreach, fundraising trips in the US, donor visits to Guatemala, etc.

- Collaborate closely with Lead Photographer to ensure all org events are captured and documented, and that donor-related photography is engaging for donors and dignified for our beneficiaries. Also work together to ensure photography policy and media ethics guidelines followed.
- Regularly engage with program teams to accurately understand and communicate their work, as well as support in strategically shaping program formation and policies to ensure all new developments are aligned with our vision, mission, and values as an organization, and are communicated to donors thoughtfully and compellingly.
- Manage Public Relations communications as needed.

Required Qualifications, Skills and Experience

- Advanced English, with excellent communication skills and a passion for telling stories via digital media that inspire others and motivate people to action
- Advanced Spanish, both spoken and written
- Superb writing and editing ability and outstanding attention to detail
- Skills and/or interest in photography and video
- Professional experience in a marketing, advertising, fundraising or communications role, ideally in the non-profit sector.
- Experience in creating marketing materials and using Adobe Creative Suite programs, especially InDesign
- Experience with Wordpress, Office, Constant Contact, Google Suite
- Comfortable working independently as well as cross-functionally and as part of a team
- Ability to quickly prioritize, adapt to changing needs, and manage multiple projects in a fast-paced work environment
- Highly organized with strong administrative and project management skills, and excellent attention to detail
- Ability to multitask, meet critical deadlines, and provide excellent follow-up
- Commitment to the work of Mayan Families addressing issues faced by indigenous Guatemalans

Desired Qualifications, Skills and Experience

- Bachelor's degree in Journalism, Communications, Marketing or a related field
- Experience working in a non-profit organization
- Experience living and working in a cross-cultural setting, preferably in Latin America
- Understanding of strategies and tactics for growth via social media and email marketing; Google Adwords and best practice for SEO

The successful applicant must be prepared to relocate to Panajachel, Guatemala for a minimum two-year commitment.



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Panajachel, GUATEMALA
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info@mayanfamilies.org

We offer:

- Job stability
- A starting salary range of \$825-\$950; this is a very competitive local salary, which allows for a good standard of living in Panajachel and is in line with the pay scales of our local employees. We offer staff a generous and flexible vacation package, and aim to ensure that the work is both engaging and fulfilling!
- Health insurance
- Personal and professional development
- A kind, collaborative, forward-thinking team in a beautiful location in the Guatemalan Highlands

How to apply:

Interested applicants should send a cover letter, CV, and relevant media and writing samples to:

hr@mayanfamilies.org.

Please write "Communications and Marketing Manager - LAST NAME" in the subject line. Applications will be accepted until **February 3rd**, but we will contact applicants for interview on a rolling basis until this date.

Interviews will be carried out in English and Spanish, and the ideal start date will be in mid-March.

Only candidates selected for interview will be contacted.