

## **COMMUNICATIONS MANAGER JOB DESCRIPTION**

Job Title: Communication Manager  
Job Status: Regular Full-Time, Year-Round, Exempt Employee  
Job location: Remote  
Salary Range: \$48,000 - \$50,000 USD  
Start Date: ASAP  
Reports to: Executive Director

### **ABOUT MEDGLOBAL**

MedGlobal is a global humanitarian non-profit organization providing medical and health education services to people in need, including refugees and displaced persons, in disaster and underserved regions. The organization is composed of medical and public health volunteers of diverse backgrounds.

### **JOB SUMMARY**

As a small but rapidly growing global health organization, we are looking for a Communications Manager who will be interested in the storytelling of our work and successes across our communications platforms and audiences. This position will build out the organizational communications strategy and will communicate MedGlobal's impact to a wide variety of audiences via our website, social media, brochures, etc. The ideal candidate will possess a hybrid experience of communications, social media management, brand management, and marketing development to execute all programming and related campaigns and eventually build and manage a team.

The Communications Manager will also be responsible for managing our fundraising efforts. This candidate will be responsible for managing our fundraising database, initiating creative and timely fundraising campaigns, and organizing and implementing special events as needed.

### **Communications**

- Leads and manages MedGlobal's social media presence, including ownership and oversight of select platforms and channels, preparation of social media engagement tools and content, and assessing and monitoring social media engagement
- Designs and publishes marketing collateral utilizing emerging tools to help increase awareness of MedGlobal program areas
- Increases MedGlobal online presence through planning, creating and curating high-quality, high-impact content tailored to MedGlobal channels and audiences
- Takes a leading editorial and logistical role in the production of a variety of advocacy and outreach materials, including our Annual Report and Performance Report
- Creates and manages consistent and effective brand communication via social media, website, video production and editing, print materials, and verbal communication

- Provides brand training to the MedGlobal team and volunteers
- Manages media relations, including building relationships with media contacts and proactively securing media opportunities
- Crafts talking points and develops effective communications annual strategies for our website, newsletters, social media channels and other communication channels
- Creates, formats, and distributes regular email newsletters as well as updates and manages email lists using MailChimp
- Creates communications policies and procedures
- Manages the organization's communications assets, including photo library, success stories, logo library, infographics, design files, print, and digital collateral
- Designs MedGlobal paper/promotional marketing materials
- Perform other duties as assigned

#### **Website Management**

- Responsible for our donor management system database by sending timely acknowledgment and recognition of donors as appropriate
- Manages all MedGlobal Search Engine Optimization activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks
- Develops and manages MedGlobal website:
  - Writing and editing content
  - Designing webpage layout when needed it
  - Determining technical requirements
  - Updating our website, keeping the content up-to-date
  - Creating backup files
  - Solving basic coding problems

#### **Fundraising Management**

- Organizes our fundraising campaigns (weekly, monthly, special occasions/event and year-end campaigns)
- Maintains relationships with our individual donors

#### **Events Management**

- Support the organization and execution of MedGlobal events for stakeholders, partners, donors and the general public
- Provide administrative support for special events including data management, mailings, marketing, and other communication initiatives
- Work closely with the Executive Director to develop and execute new events to support our missions

#### **QUALIFICATIONS**

- Bachelor's degree or equivalent desired in communications, digital marketing, international relations, public health, or related fields.



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- 2-3 years of experience working in communications for humanitarian and health nonprofits, including crafting tailored content for websites, blogs, reports, social media, and other communication channels, desired.
- Excellent written & verbal communication skills, and the ability to write in a clear and compelling style.
- Demonstrated ability to increase productivity and continuously improve methods and approaches.
- Ability to analyze the effectiveness of all marketing and communications efforts.
- Ability to work independently and under pressure juggling multiple tasks.
- Excellent organizational skills and a high level of attention to detail essential.
- Self-motivated, accountable to goals and willing to learn new techniques, ideas, and skills.
- Desired computer skills include proficiency with Google ads and analytics, Slack, Monday.com
- A genuine interest in humanitarian non-profit organization work and public health
- Demonstrated passion for, and experience in, communicating complex and technical issues to a non-expert audience.

#### **HOW TO APPLY**

To apply for this position, please send a cover letter, a brief portfolio of design work, resume and contact information to [careers@medglobal.org](mailto:careers@medglobal.org) with the subject line: "Communications Manager."