

Promotion and Communications Associate

Opportunity Summary

We are in need of a broadcaster. We have content and ideas piling up and know that if we are to influence and shift our industry toward more people-centered, decolonial, and anti-racist practices that speaking up and modeling are important. This means moving content out into the world, which is why we need you!

We are looking for a detail-oriented communications person who takes pleasure from coordinating, harvesting, finishing, posting, and executing on a wide variety of content and platforms—Medium, website (WordPress), Mailchimp, Instagram, LinkedIn, and possibly Twitter. We will look to this position to take initiative and have confidence in taking our writing and shaping it strategically to make the most of what each channel has to offer. This position will also assist us in setting up and managing up to four online events each year through Eventbrite. If you know about creating Eventbrite, MailChimp or Calendly workflows, that would be music to our ears.

- + Job Type: Part-time, staff
- + Subject matter: international development, behavior change, design, evaluation, strategy, equity, decolonization, anti-racism
- + Primary language: English
- + Closing Date: rolling, open until August 31, 2021
- + Hours: 5-10 hours/week
- + Pay range: \$22-30/hour
- + Location: We are based in Minneapolis, Minnesota, USA (CST) and happy to have someone join us periodically in our near-downtown office. However, this position need not be co-located with us. We encourage anyone within UTC +3 to -7 time zones to apply.

Who we are

Picture Impact is a collaboration between evaluators, designers and strategists. We are a small, nimble, women-owned company with a global network of partners whom we draw on to build the right team for each project. Our approach is complexity-aware, people-centered and utilization-focused. We look at people and behavior, think in systems, and find ideas and perspectives across silos and sectors. We apply this approach in a diverse array of contexts, subjects, and purposes.

We are Minneapolis-based, working globally, most often with projects and teams in sub-Saharan Africa. Picture Impact's portfolio is wide-ranging in subject matter—from HIV/OVC case management, to smallholder agriculture, to highlighting and scaling program innovations, to supporting child and maternal health. What ties this work together is how we intentionally activate and support the change process while enhancing the capacity of program users and implementers.

Who we are seeking

The role

Picture Impact is committed to sharing our perspective and our ideas within the fields of evaluation and design, and within our community of global development practice. We do so as an offering of our talents, but also as an act of intentional community building and connection. We know that the work of culture and mindset shifting is not something we can, or should, do alone.

Writing is important in this work. We write to deepen our thinking, to tell our stories to ourselves, to pause, reflect, and feel. Writing and visual beauty are an important part of how we show up, but not our only way of sharing. We are also doing webinars, showing up in communities of practice, exploring with art, reading and connecting. We are trying to pay attention to what can be the primacy of the written word, while also understanding the purpose it has as documentation, as reminder, and as something that people can pick up at their own pace.

Our great hope is to find someone for this role who can not only shape written words, but also bridge words into visuals, offering others inviting ways to interact with our thinking. We are looking for a team member to play with our intellectual and creative powers by harvesting and shaping our internal work and sending it into the world in a polished, beautiful, nuanced, and timely way. This role will take our initial writing, shape it, and finalize it according to each

delivery platform—paying attention to and responsible for all the details this entails (logins, timing, copyediting, image sizing, etc).

While we need execution more than strategy, we do expect this person to bring their expertise and perspective, building from our creative direction in new ways, expanding our vision, and nudging us toward a greater expression of ourselves and our brand.

The right person for this role will be familiar with multiple communication channels and know how to take advantage of what each has to offer. We aim to be relational and principles-based in our approach to publishing, desiring elegance and relevance over urgency or quantity. That said, we are looking for someone who can bring awesome goodness in production/execution skills to our creative thinking team.

Ways you might know this is for you:

- + Are you a lover of words?
- + Do you spend time (physically, educationally, or intellectually) in international development (social change, movement building, and related areas may also suffice) and enjoy thinking or writing on the messiness of these fields?
- + Do you look forward to finishing something and checking it off your list?
- + Do you make schedules and plans for yourself and enjoy working your plan?
- + Are you comfortable and fluent in social media and the online world of communication?
- + Are you self directed while staying connected to a team?
- + Do you practice the work of decolonizing development, antiracism and dismantling white supremacy culture?

Within the team

We are a creative thinking team seeking the balance of a detail-oriented doer and maker. You delight in creative production, taking direction and making public-facing final products that sing. You are able to make a schedule and plan for yourself; managing an ongoing calendar of content is exciting for you, not overwhelming. You like to work in a systematic way, bringing work to completion—meeting your own high standards. Finishing and executing on things is satisfying to you, all the way down to the final details. You are able to wrangle the prolific and fast-flowing deluge of two strong creative minds into a smooth, even and nourishing stream of goodness.

Core skills

Content Creator

- + Love of writing, from technical to creative
- + Ability to shape ideas for specific audiences

- + Transforming thinking into content that builds on itself
- + Bringer of beauty, ability to build shareable visual posts from templates.
- + Graphic design experience a plus, particularly skill in Adobe products (InDesign, Illustrator and/or Spark), Canva or other media creation platforms

Content Delivery

- + Fluency in social media platforms (and active in at least two of these): Instagram, Medium, LinkedIn,
- + Proficient in on-line communication platforms: WordPress, MailChimp or similar with quick ability to learn. Google suite is your preferred content collaboration platform.
- + Able to execute with attention to timing and coordinating content across platforms with multiple posts across audiences and channels
- + Managing and giving love to all the details

Collaboration

- + Managing audience engagement
- + Coordinating internal teams for idea generation and production feedback
- + Critical thinking and comfort with boundary-pushing subjects and social nuance

Commitment to working on anti-racism

As a design and learning studio owned by two white, educated women working internationally—practicing in many different contexts across Africa—it is abundantly clear that we must fearlessly and critically interrogate ourselves and the systems in which we operate.

Anti-black racism, colonialism, white supremacy culture, occupation of native lands, and many intersecting axes of oppression are intimately intertwined with our work. We recognize that dismantling these systems and beliefs, re-imagining right relationships and wholeness, and catalyzing transformation is the work of a lifetime.

As a company it is important to us that all team members are open to these conversations, walking their own journey and interrogating how these issues show up and influence their own lived experiences. We find value in working hard to show up in new ways together.

Lived experience

We do not feel the need to specify what your background is—there are many ways people may have acquired the core skills for which we are looking.

Maybe you graduated 5-10 years ago and are looking to engage in exciting (and potentially somewhat new to you) subject matter while practicing your core competencies.

Maybe you are a parent seeking a few hours of nourishing professional time for yourself.

Maybe you have a less traditional CV and this sounds like the next right step to give your gifts to the world.

Some of the more traditional paths that lead to the necessary skills for this position sound like:

- + 5+ years of experience working within a team environment
- + 2+ years of managing social media and promotion for an entity, organization, or your own project(s)
- + Identifiable track record of self-directed time management and product completion
- + Formal education in communications, marketing, writing, English, journalism, or related fields
- + Experience doing freelance, project-based work, or independent contractor type engagements
- + Experience in copywriting, editing, proofreading, proposal writing, journalism
- + Experience in event planning, and promotions, lead generation
- + Experience in international development (formal education, formative lived experience(s), work experience)
- + Can identify ways in which you interact with, live between, or regularly engage across cultures
- + Can identify ways in which you have influenced, participated in, or contributed to social change efforts

How to apply

Join us!

To apply please send us:

1. A letter of interest sharing with us how you rock the details and delight in executing on ideas, how working with us will contribute to your thinking and perspective, and how your lived experience/field/discipline makes you a great fit for this work.
2. An abbreviated resume/CV (no more than 2 pages), OR a portfolio of work, OR a link to your own website, OR your LinkedIn profile (truly, we are happy with just a link, we don't need to create more work for you). Choose the medium you think best represents your experience and the expertise you are looking to apply to this work.

Please send files in PDF format to connect@pictureimpact.co with subject line: Promotion and Communications Associate.

We will be setting up interviews and making decisions on a rolling basis through August 31st.

Our hiring process

We will conduct initial 30 minute phone/zoom/skype conversations with applicants that have the lived experience and core skills we are seeking, and seem to be a good overall fit for our company.

We will invite up to 3 finalists for a second--longer and more interactive--interview. At this point we will ask for contact information for 2 professional or academic references, and one reference of your choosing from your greater community (friend, peer in volunteer work, faith leader, neighbor). This should be someone who can speak to who you are in the world beyond how you show up at work. Please let these people know we may be reaching out to them.

We are a quirky and high touch / high relationship team. We find it appropriate to consider the first 90 days a time to really get a sense of fit as we get to know each other more fully. Every month we will reflect together on the fit-to-role, fit-to-culture, and fit-to-values. At the end of 90 days we will reflect on this work relationship and make a mutual determination of continuation.