



## Central Asia Institute - Communications Manager

Central Asia Institute (CAI) works to advance education and job skills, especially for girls and women, in remote and impoverished communities in Afghanistan, Pakistan, and Tajikistan. We envision a world in which girls and women have the education and skills to unlock their full potential and contribute to a better, brighter future for themselves and their families, communities, and countries. Our philosophy is ***Educate a girl. Change the world.***

CAI is looking for a full-time Communications Manager to join its dedicated team. Working closely with the Executive Director and Development Director, the Communications Manager will lead the implementation of a communications strategy that effectively communicates CAI's mission, impact, and relevance, excites and engages current and potential donors, and increases CAI's visibility among a variety of audiences.

With a staff of nine, CAI offers a healthy and flexible work environment that highly values teamwork, respect, open communication, empowerment, professional growth, and work-life balance. We offer an exceptional benefits package for full-time employees. CAI embraces a hybrid workplace that allows staff to work either from CAI's office in Bozeman, MT or remotely, preferably in the Mountain West or Pacific Northwest.

Salary: \$59k-63k depending on experience, plus generous benefits package (includes paid vacation; personal leave; health, vision, and dental insurance; and a retirement plan).

### Primary responsibilities include:

- Under the supervision of the Executive Director and Development Director, ***develop and implement a strategic communications plan*** to enhance engagement and increase visibility among current and potential donors and supporters with the goal of moving audiences along on a journey from awareness to engagement to contributing.
  - Collaborate closely with CAI's program team and in-county partners to ***create compelling content and messaging – written, visual, and otherwise presented*** – that effectively communicates CAI's mission, impact, and relevance.
  - ***Contribute to CAI's annual magazine, Journey of Hope, EoY campaign and other fundraising appeals*** by helping to develop strategies and drafting/editing content for email, written materials, and social media.
-

- Working closely with the Development Director, ***create a comprehensive awareness program*** for each of CAI's fundraising conduits.
- Depending on security and other factors, ***travel abroad to the countries where CAI works*** to collect stories, photographs/video, and other assets.
- ***Help maintain CAI's webpage*** to ensure up-to-date, accurate, and compelling content. Manage relationship with CAI's web manager.
- ***Create and implement a social media strategy*** designed to engage current donors and raise CAI's visibility and following among potential donors and social media influencers.
- ***Serve as a spokesperson and lead point person on media interactions*** that help promote and/or impact the organization; prepare press releases, talking points, and other supporting material, as needed.

## QUALIFICATIONS

### 1) Education, training, and experience:

- Bachelor's degree required, preferably in a related field.
- Minimum 3-5 years of communications and marketing experience.
- Demonstrated experience providing results-driven strategic input into organizational planning and performance.
- Experience working with non-profit and/or international organizations desired.

### 2) Knowledge, skills, and abilities:

- Strategic and creative thinker and collaborator.
- Outstanding writing and editing skills.
- Familiarity with the AP style.
- Excellent interpersonal, communication, and organizational skills.

Please send cover letter and resume to Anne Donovan, recruiter for CAI, at [anne@donovanhr solutions.com](mailto:anne@donovanhr solutions.com).

*Central Asia Institute is an Equal Opportunity Employer and does not discriminate in employment with regard to race, color, religion, national origin, citizenship status, age, sex (including gender), sexual orientation, marital status, disability status, military status, or any other characteristic protected by law.*