



*Purpose: The International Coalition of Girls' Schools (ICGS) is the leading advocate for girls' schools, connecting and collaborating globally with individuals, schools, and mission-aligned entities dedicated to educating and empowering girls.*

*Vision: We are united in elevating women's leadership worldwide by educating and empowering our students to be ethical, globally minded changemakers.*

*Principles: ICGS engages the power of many voices to strengthen our schools, communities and world; uplifts learning communities committed to diversity, equity, justice, and belonging; challenges individuals to imagine and explore new possibilities; inspires the next generation of global citizens to lead with courage, competence, and empathy; and prepares girls for lives of commitment, confidence, contribution, and fulfillment.*

### **DIGITAL MARKETING, MEDIA & EVENTS MANAGER**

The Digital Marketing, Media & Events Manager assists in designing the digital presence and member programming initiatives in support of ICGS strategic priorities to advance girls' schools. Reporting directly to the Director of Strategic Communications & Programming, the Digital Marketing, Media & Events Manager works closely with all ICGS staff, and is a vital member of the ICGS team. The position is full-time, remote, and candidates are welcome to apply regardless of geographic location. Consideration will also be given to applicants wishing to work on a part-time basis.

### **RESPONSIBILITIES**

- Help develop and maintain the visual identity and voice of ICGS across all platforms
- Take primary responsibility for ICGS graphic design projects, designed in house and in collaboration with third-party vendors
- Assist in all aspects of maintaining the ICGS website as a compelling point-of-entry for current and prospective members, sponsors, strategic partners, and the public
- Assist in implementing communication plans to enhance the public image of ICGS
- Develop and disseminate Coalition Connection, ICGS's biweekly e-newsletter
- Work with ICGS Regional Directors to distribute timely communications to ICGS members around the world
- Strategize social media campaigns and manage the Coalition's social media channels
- Work closely with the Director of Strategic Communications & Programming to develop effective means of outreach and produce timely written and visual communications, including slideshows, infographics, blog posts, talking points, podcasts, and other collateral
- Develop content for dissemination via media releases, social media, website and other channels
- Build relationships with journalists and influencers

- Oversee media monitoring and keep up to date on the latest news and issues relevant to girls' education
- Provide regular reports on communications initiatives and website analytics
- Assist in the development and execution of in-person and virtual professional development opportunities that deliver multi-themed regional, national, and international programming to member schools and enhance the reputation and raise the visibility of ICGS as the thought leader in girls' education
- Attend all programming as needed and coordinate with venue staffing and others so that all real-time needs are met during Coalition events
- Complete all other duties as assigned

#### EXPERIENCE AND DESIRED SKILLS

- Bachelor's degree required, along with a minimum of three years' relevant experience
- Proficiency with graphic design software and production
- Website design and maintenance skills
- The ability to think strategically, develop and implement a detailed vision and contribute to strategic planning
- Highly organized and detail-oriented, with the ability to manage multiple time-sensitive projects and shifting priorities simultaneously while providing excellent customer service to all stakeholders
- Strong communication and interpersonal skills
- Disciplined work habits with the ability to self-motivate
- Willingness to work flexibly, including attendance at events out of hours
- Comfort with and eagerness to work on a virtual basis with a global team is required
- Collegiality and collaboration are essential for success in this role
- Experience in the educational sector a plus

#### COMPENSATION

\$50,000 – \$65,000 USD annually (commensurate with experience)

#### BENEFITS PACKAGE

ICGS offers comprehensive medical, vision, dental and matching retirement plans in addition to generous PTO and sick time.

#### TO APPLY

Candidates should submit electronically a cover letter expressing interest in and qualifications for the role and a current resume to Kathleen Osborne, Director of Strategic Communications & Programming, at [kosborne@girlsschools.org](mailto:kosborne@girlsschools.org) by January 15, 2024. Applicants will be invited to first-round interviews on a rolling basis.

*ICGS is committed to the principles of diversity and equal employment opportunity. It is Coalition policy to employ individuals without regard to race, color, religion, creed, age, gender, national origin or ancestry, marital status, sexual orientation, disability, genetic information, or any other characteristic protected by law.*