

## Digital Communications Associate

The Circulate Initiative is seeking a Digital Communications Associate to drive our online and social communications activity and support our communications program. The Circulate Initiative is focused on addressing the ocean plastic pollution challenge and advancing a circular economy in emerging markets, and this is an exciting opportunity to meaningfully contribute to our mission-aligned environmental and social impact goals. This position reports to the Communications Manager.

### Responsibilities

- Develop and implement a social media program, including maintaining a social media calendar, content creation and publishing, and monitoring of data and metrics with the goal of growing engagement on key channels.
- Coordinate activity related to the website (new WordPress website launching in Q1 2024), including updating content and tracking and analyzing metrics.
- Manage email campaigns and processes, including updating databases/mailling lists on email and marketing automation platforms.
- Oversee quarterly email newsletter, including content collation as well as design and distribution.
- Develop content for digital channels, including social media, email campaigns, and the website.
- Support with communications reporting and activity tracking, including preparing metrics and performance reports for digital platforms and campaigns.
- Research new digital and social media trends and ideas to incorporate as part of the digital communications strategy.
- Assist in the planning and coordination of webinars and other online engagement activities.
- Liaise with key communications stakeholders, including design lead, website lead, PR agency, and other teams as needed.

### Qualifications and Key Competencies

- University graduate, or post-graduate in communications, public relations, marketing, digital marketing, or related fields with a minimum of two-three years of relevant experience.
- Exceptional written and verbal communication skills, with a flair for crafting concise and captivating content to communicate impactful stories.
- Strong social media, digital outreach, and analytical skills, with demonstrable experience and examples of work to share.
- Prior experience in managing social media campaigns and developing content for channels, including LinkedIn, X (formerly Twitter), and YouTube.
- Prior experience in developing/editing content in various formats, utilizing design tools such as Canva.
- Attention to detail.
- Ability to prioritize and manage projects simultaneously and work with a high degree of independence and integrity.

- Highly motivated and driven self-starter.
- An aptitude to upskill and be proactive in expanding digital skillset.
- Comfortable working in a remote working environment and occasionally across time zones.

### Desirable Attributes

- A passion for environmental and social impact causes, with an interest in plastic pollution, climate, inclusivity, sustainability, and/or the circular economy.
- Prior experience using the following digital systems/platforms: WordPress, Google Analytics, Looker Studio (formerly Google Data Studio), and customer relationship management (CRM) platforms like MailChimp and HubSpot.
- An understanding of digital marketing techniques, i.e., search engine optimization (SEO).

### Location

- Remote position for candidates based in any of the following locations: India, Indonesia, or Sri Lanka. Candidates must be authorized to work in their respective country.

### Contract Information

- 1-year contract with the option for renewal.

### To Apply

Please submit your resume, cover letter, and an example of a social media campaign (preferably on LinkedIn) you have previously created with the email subject line: "Digital Communications Associate" to [hello@thecirculateinitiative.org](mailto:hello@thecirculateinitiative.org)

**Applications close on January 31, 2024.** Note: Only shortlisted candidates will be contacted and, as interviews may be conducted on a rolling basis, interested candidates are encouraged to apply early.

### About The Circulate Initiative

The Circulate Initiative is a non-profit organization that works to solve the plastic pollution challenge and build circular and equitable economies across emerging markets. It delivers cutting-edge research, builds high-impact programs, and drives collective action with industry stakeholders, including businesses, investors, and policymakers. For more information, please visit: <https://www.thecirculateinitiative.org/>