

Communications Manager Washington, DC

About HelpAge USA

[HelpAge USA](#) is a nonprofit that advances the dignity and potential of older people around the world through research, advocacy, and programs. Based in Washington, DC, we work in the U.S. and with our global network partners in over 80 countries to improve lives in the world's poorest communities. Our goal is to ensure that the contributions of all older people are recognized, and they have the right to a healthy, safe, and secure life.

What you'll be doing

Reporting directly to the CEO, the Communications Manager will implement our communications plan and support fundraising, advocacy, and programmatic initiatives. Specifically, you'll:

- Design and develop communications to articulate HelpAge's values, expertise, and program impacts and distribute content across channels
- Research, cultivate, and maintain networks for content generation and sharing, such as relationships with journalists and partnerships with other nonprofits
- Gather story suggestions and content from HelpAge global team for social media and blog posts
- Create and update website content
- Monitor and analyze back-end Google analytics and website tracking
- Manage donor database and online giving platforms; analyze giving trends
- Assist in developing and implementing fundraising campaigns

Your work will directly impact the world

You'll be helping older people survive the war in Ukraine. Find safety after the devastating floods in Pakistan. Receive desperately needed food in Haiti. And far more.

Must-haves

- Bachelor's degree in Communications, Journalism, English, International Development, International Affairs, or related fields
- Minimum of 3 years of communications experience for a nonprofit organization
- Excellent verbal/written communication, proofreading, and editing skills
- Experience with social media platforms in a professional setting
- Experience with content management systems such as Hootsuite, MailChimp, etc.
- Proficiency in Microsoft Office Suite programs (Word, Excel, Outlook, etc.)
- Social media skills, including ability to create and place posts
- Ability to adapt quickly to changing priorities while keeping projects on course
- Must be based in the Washington DC area but able to work remotely
- Interest in working as part of an international team of co-workers who care about older adults
- Creativity and resourcefulness

Pluses but not required

- Experience in fundraising and/or media relations
- Experience in the field of aging



Salary and benefits

- Salary commensurate with experience ranging from \$60,000 to \$80,000
- Health, dental and vision insurance
- Paid holiday, vacation and sick time

To apply, please send a resume and cover letter, specifying your interest in the role and relevant experience, to info@helpageusa.org.