

Position: Communications & Marketing Associate

Location: HQ New York, NY (preferred), possibility for remote

Social Accountability International (SAI) is a global non-governmental organization working to advance human rights for workers around the world. SAI's vision is of decent work everywhere—sustained by an understanding that socially responsible workplaces benefit business while securing fundamental human rights. SAI empowers workers and managers at all levels of businesses and supply chains through social standards and guidance, training and capacity-building programs, and convening partnerships that drive dialogue and consensus-based solutions. For more information about SAI, visit our website at <https://sa-intl.org>.

Position Overview

SAI is seeking a skilled and enthusiastic writer and communicator to join us in the Communications & Marketing Associate role. The Associate will help develop high-quality publications and resources, tell the story of SAI's achievements and impact, and support internal communications for a global team to enhance SAI's profile and advance our mission.

The Associate will develop, edit, and design materials, with a focus on compelling written and visual storytelling of SAI's mission, programs, and impact. This role is key to elevating and maintaining our online presence across multiple platforms, communicating our impact to stakeholders, and marketing programs. The Associate will also play a key role in producing practical materials to support our programs, such as handbooks, reports, workshop and training materials, case studies, and more.

This position reports to the Communications & Marketing Manager. The Associate will be starting at an entry level, providing support for communications and marketing activities across the organization with guidance from the Manager. This role offers the opportunity to take on more responsibility and to grow within the organization over time.

Responsibilities

Telling the Story of SAI's Mission & Impact

- Develop stories and content for multiple platforms (e.g. blog, newsletter, social media, presentations etc.) to promote all SAI programs
- Support proposal research, writing, and reporting

Developing Publications & Marketing Materials

- Design, format, and copy-edit content, including technical publications, research reports, blog posts, articles, powerpoint presentations, brochures, social media graphics, and more
- Support media/press engagement (e.g. researching and developing contacts, developing boilerplate and “elevator pitch” content)

Marketing SAI Programs & Events

- Manage email and social media marketing for public training, events, publications, etc.
- Help update and maintain our website(s) and social media presence
- Support market intelligence activities, including marketing surveys and contact management

Support & Administrative Roles

- Update materials and manage library of shared brand assets (templates, brand guide, graphics, stock photos, etc.)
- Assist with special events as necessary

Qualifications and Core Competencies

Required Experience & Characteristics

The ideal candidate for this position will...

- Be a **strong and enthusiastic writer** who is confident and experienced with a variety of short- and long-form mediums (blog, technical publications, research reports, social media) (English)
 - Able to distill complex information to convincing and engaging content
 - Able to write quickly in a variety of voices and formats, including for business audiences
 - Able to edit others' writing for tone, clarity, structure, etc.
- **Have experience** in at least one of the following areas: marketing, graphic design, web development, database management, grant writing, public relations, other relevant field
- Be **passionate about advancing human rights** at work

A Bachelor's degree or equivalent level of education is strongly encouraged, but all candidates that match the above description are encouraged to apply, regardless of education level.

Additional Experience & Characteristics

This role is designed to grow with the skills and interests of the successful applicant. The following are just some types of experience that could be a good match for the role. None of these is required to apply and we encourage applicants to share other skills and experience that may be relevant.

- Experience cultivating a strong voice and strategic presence across multiple social media sites
- Proficiency in a second language (especially Spanish, Chinese, Italian, or other languages for SAI focus regions)
- Experience writing for or marketing to international audiences (especially India, China, South America, or other SAI focus regions)
- Familiarity and experience with international workplace human rights, CSR, and labor issues and organizations
- Graphic design skills (for publications, presentations, brochures, social media posts, etc.)
- Experience developing video content (planning, writing, editing, visual design, software)

Application

To apply, please send a resume and a cover letter explaining how your skills and experience are a good fit for this position to recruits@sa-intl.org. Please include "SAI Communications & Marketing Associate" in the subject line of the email.

SAI is an equal opportunity employer. Diversity makes us stronger and we are committed to creating an inclusive environment for all employees.