

Digital Communications Associate

Job vacancy

Overview

The Circulate Initiative is seeking a Digital Communications Associate to lead the communications activity on our digital channels and support our communications program. This position reports to the Communications Manager.

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.

Responsibilities

- Build and implement a dynamic social media program, including maintenance of a social media calendar, content creation and publishing, and monitoring and analyzing metrics with the goal of growing engagement with target audiences on key channels.
- Oversee all activities related to the website including content creation and updates and tracking and analyzing metrics using relevant tools i.e. Google Analytics.
- Manage email campaigns and processes, including designing and creating email campaigns on Mailchimp and updating and building email databases/segmented mailing lists.
- Oversee quarterly email newsletter, including content creation, design, and distribution.
- Develop content across all digital channels, including social media, email campaigns, and the website.
- Lead the planning and coordination of webinars and other online engagement activities.
- 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.
- Liaise with key communications stakeholders, including design lead, website agency, 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 4 years of relevant experience**.
- Exceptional written and verbal communication skills, with a flair for crafting concise and captivating content to communicate impactful stories on digital channels.
- 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, Instagram, Bluesky, and YouTube.
- Prior experience using the following digital tools/platforms: WordPress, Google Analytics, Looker Studio (formerly Google Data Studio), and customer relationship management (CRM) platforms like

Mailchimp and HubSpot. Specifically on Mailchimp, experience in creating and managing email campaigns (including automations), audience management (including segments and tags), tracking and reporting on performance.

- › Prior experience in utilizing design tools such as Canva to create/edit content.
- › Strong knowledge of digital marketing techniques i.e. search engine optimization (SEO).
- › Highly motivated and driven self-starter with strong attention to detail.
- › Ability to prioritize and manage projects simultaneously and work with a high degree of independence and integrity.
- › 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

- › Prior experience working for an impact-driven organization focused on sustainability, human rights, plastic pollution, and/or the circular economy.

Location

- › Remote position for candidates based in any of the following locations: India, Indonesia, Malaysia, Sri Lanka or The Philippines. Candidates must be authorized to work in their respective country. While we have a preference for candidates based in the listed countries, candidates located in other countries in Asia (with authorization to work in respective countries) are also encouraged to apply.

Contract information

- › Full-time 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 commsjobs@thecirculateinitiative.org

Application deadline: February 21, 2025.

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>