



Job announcement



Fòs Feminista

Director, Digital Strategy

Location: Remote and flexible, preferably in the Global South (Latin America & the Caribbean or Africa).

Salary: Proposed salary for LAC is US\$65,000 and \$71,700 annual for Africa.

Benefits: Health coverage, retirement benefits, and paid sick leave, vacation, and holidays.

Reports to: Chief Development Officer, Co-Lead.

Contract Type: Permanent Employment.

About Fòs Feminista

[Fòs Feminista](#) is an intersectional feminist organization centered around the sexual and reproductive rights and needs of women, girls, and gender-diverse people. Led and governed by the Global South, Fòs Feminista works as an alliance of organizations in 40+ countries worldwide to advance sexual and reproductive health, rights, and justice. As the connecting fabric of this alliance, Fòs Feminista orchestrates transnational and transregional action, amplifies partners' work, and promotes South-South learning and collaboration toward achieving common objectives.

Together with our partners, we provide access to sexual and reproductive health care, including contraception, abortion, and care for victims of gender-based violence, and we reach young people with comprehensive sexuality education. We recognize that the ability of women, girls, and gender-diverse people to make free and informed choices about sexual and reproductive lives, including to access safe and legal abortion, is central to their life plans and to achieving gender and reproductive justice. As such, we are at the forefront of advocating for sexual and reproductive health and rights from an intersectional lens in national, regional, and global spaces, coordinating with our partners to ensure that diverse experiences, priorities, and voices of the Global South are represented in these spaces.

Position Summary

The Director, Digital will lead Fòs Feminista's digital growth and platform strategy across all digital channels, including social, email, web, paid media, and SMS. The Director, Digital will also manage



external consultants and lead a dedicated digital production and creative team to increase Fòs Feminista’s prominence in the sexual and reproductive health space by growing an engaged base of supporters. With strategic vision, curious mind, creative aptitude, and data-driven outlook, the incumbent will develop, pilot, and execute digital campaigns that drive rapid revenue growth, while advancing global sexual and reproductive health and rights.

Supervisory Relationship

The Director, Digital will report to the Chief Development Officer, Co-Lead.

Key Responsibilities

- Develops marketing and platform strategies for digital fundraising and engagement, with an emphasis on supporter experience and donor acquisition and retention.
- Leads and develops a dynamic and high-performing digital content and production team including staff, agencies, and creative vendors.
- Works in close partnership with the Development and Communications teams to drive comprehensive strategies across channels.
- Collaborates with a cross-departmental team to develop, plan, and execute a consistent and concerted online mobilization, outreach, and fundraising program.
- Responsible for driving diversified growth tactics, including testing, advertising, lead generation, and search engine optimization.
- Develops Fòs Feminista’s digital fundraising projections, revenue reporting, and long-term investment and performance data to measure the effectiveness of the organization’s fundraising program.
- Oversees creative direction and lead implementation of digital campaigns to drive fundraising; assesses and ensures the quality of creative process and product on an ongoing basis.
- Provides expert guidance to Fòs Feminista’s management team on digital fundraising and marketing strategies.
- Understands digital audiences through data analysis, surveys, and social listening. Keeps finger on the pulse of our community of supporters to maintain and build donor relationships long term.
- Oversees management of email marketing platform (Marketing Cloud) and other digital fundraising tools.
- Evaluates emerging technologies and provides thought leadership for adoption where appropriate.
- Other responsibilities as assigned.

Education and Qualifications

- Bachelor’s Degree; Master’s Degree Preferred.
- 7-10 years of experience in direct marketing fundraising and/or digital strategy.
- Prior experience managing vendors and consultants.
- Prior experience with staff management (at least teams of 3-5 staff).

Required Skills, Knowledge & Abilities

- Proven ability to build consensus and work effectively within a cross-departmental team.
- Ability to work independently with minimal oversight.
- Strong creative, strategic and analytical skills.
- Excellent project management skills; ability to identify and gather all requirements at the outset of a project and see the project through to the end.
- Experience with digital marketing and/or integrated marketing campaigns.
- Experience using Salesforce and Salesforce Marketing Cloud a plus.
- Experience using platforms and tools like Asana, Basecamp, Trello, etc. to manage projects.
- High level of organization and attention to detail.
- Strong verbal and written communication skills, including listening and communicating with cross-cultural stakeholders at varying levels.
- Solid understanding of and commitment to sexual and reproductive health and rights through an intersectional feminist lens.
- Commitment to anti-racism, including a process of self-reflection and transformation around implicit bias.
- Professional working proficiency in English (both written and spoken) and at least one of Fòs Feminista's other core language (Spanish, Portuguese, or French) highly preferred.
- Ability and willingness to travel in Latin America and the Caribbean, and other global locations as required.

Safeguarding Commitments

Fòs Feminista is committed to ensuring that the health, rights and wellbeing of all children, young people, and vulnerable populations who work and engage with Fòs Feminista's Team Members and Associated Persons are respected and protected in their interactions with them and requires all its Team Members and Associated Persons to share this commitment.

The successful candidate must:

- Demonstrate an understanding of and commitment to safeguarding in the United States and the international context.
- Sign and adhere to Fòs Feminista's International Safeguarding Policy and Safeguarding Code of Conduct, including the minimum operating standards for protection from sexual exploitation and abuse (PSEA).

Equal Opportunity Employer Statement



Fòs Feminista is an equal opportunity employer dedicated to advancing sexual and reproductive rights and health and dismantling inequities from a feminist intersectional lens. Reproductive justice, racial justice and diversity are driving forces for us.

Fòs Feminista provides equal opportunities to all employees and applicants for employment without regard to age, race, color, disability, national origin, religion, creed, gender, sex, sexual orientation, gender identity, marital and partnership status, genetic information, veteran status, or any other protected category under federal, state, and local law.

At Fòs Feminista we continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices and experiences of our employees. We strongly encourage applications from all kinds of backgrounds to build a diverse workforce in which all social and minority groups are represented.

While we strongly encourage all current and new employees to be fully vaccinated against the COVID-19 virus, there is no vaccine requirement for employment with Fòs Feminista. However, it is our policy that employees must show proof of full vaccination in order to engage in any work-related travel or to attend any work-related in-person gatherings. As appropriate, reasonable accommodations will be made, including, for example, arrangements for employees to participate remotely in any relevant gatherings.

How to apply

Please send a letter of application stating the skills that you would bring to the post with your CV/resume (no photos) in strict confidence by email only to Karem Armstrong at karem@darylupsall.com.

Please ensure that they are sent with the titles “**your name cover letter**” and “**your name CV**” and state “**Fòs Feminista – Director Digital Strategy**” in the email subject line. Also please let us know where you saw the post advertised.

The deadline for applications is Sunday 7th August 2022

Daryl Upsall International actively promotes equality, diversity, and inclusion. In recruiting candidates, we seek candidates with the proven skills required, irrespective of race, gender, religion or belief, age, disability, or sexual orientation.