

Outreach Coordinator (OC)

Location: San Juan Comalapa, Chimaltenango, Guatemala.

Although we are open to a hybrid or remote work

Supervisor: Development Director

Type: Full-Time – 40 hours per week

**About the Organization:**

[Long Way Home](#) is a 501(c)3 that envisions communities equipped to innovate and act responsibly in the face of local and global challenges. Through the promotion of green building, employment, and education, Long Way Home mobilizes people to actively participate in democracy and create innovative pathways to economic and environmental justice.

Since 2009, the focus of the organization has been on building an 18-building green-designed campus in San Juan Comalapa, Guatemala. We've used more than 500 tons of trash and over 15,500 tires in our construction so far! On the campus, we serve over 140 students from K-11 who study a curriculum that integrates in project-based learning and the green building process to cultivate employability and democratic participation skills for a modern climate-stressed world.

In addition to education, we train and employ local green builders who carry out our many green construction projects in Comalapa and throughout Guatemala and Latin America. This team is focused on completing the school's campus, beginning construction on volunteer housing next to the campus, and completing a variety of partner projects in other areas of Guatemala.

Position Summary:

Long Way Home is looking for a super talented, motivated and dedicated Outreach Coordinator to support the organization's outreach and communication efforts. We are a small organization and therefore require a team of high-energy individuals, ready to multitask and serve our mission. The position works closely with the organization's Director of Development, and operates under moderate supervision.

For those aspiring to work with Long Way Home, we focus on offering an opportunity to work with a diverse group of talented and driven people to tackle systemic challenges at the local level. When in Comalapa, you'll collaborate in a space designed to inspire purposeful and positive action. Our campus boasts 500+ tons of repurposed waste across 18-buildings where: bamboo and adobe are featured more prominently than concrete, solar rays generate power, rainwater turns into drinking water, local art awaits around every corner, an incredible array of flowers and plants line every pathway, and terraced tire retaining walls lead you from one unique green designed building to another.

The Outreach Coordinator is responsible for communication and presence of the organization in all outlets for Long Way Home. The ideal candidate would combine their expertise with an attitude of positivity and curiosity to help us attain our vision. They should have strong self-initiative and leadership capabilities, interpersonal and communication skills, attention to detail, excitement for learning the ins and outs of nonprofit development and marketing, and a passion for our mission and work. This position provides fundraising and communications enthusiasts with the opportunity to work with our network of donors, our talented team in Guatemala, and members of the community we serve.

Responsibilities:

- Our outreach goals include communicating LWH's status as a leader in education for sustainable development and the green building world.
- Aid in creation and execution of outreach plan of communications and content timeline to support recruitment and fundraising efforts
- Manage web site and profiles on volunteerism websites
- Gather data and make monthly analytics reports
- Co-lead fundraising campaigns with the Development Director and Development Coordinator (4 times per year) - Earth Day, Little x Little, Giving Tuesday, and End of Year. This involves message crafting and strategic planning for the campaign theme and outreach.
- Help promote green building volunteer program and Green Building Academy events
- Oversight and quality control of outreach content for consistency and following brand guidelines, develop the necessary content and graphic materials for the successful implementation of all LWH communication efforts (including - fundraising campaigns, the Annual Report, Volunteer Program, Internship Program, Green Building Academy, Hero School).
 - It will also include the creation of compelling content and visuals to communicate organization updates to donors and partners via social media, blog posts, and email newsletters.
- Participate in weekly Staff Meetings and bi-monthly Outreach Meetings with staff - Providing updates on upcoming communications activities and results of past communication and outreach activities.
- Manage all social media platforms (Facebook, Instagram, LinkedIn, Youtube, TikTok).
- With the Development Director, research and submit for publishing and blogging opportunities.
- Support the Development Director in donor appreciation and project update reports for online donor network
- Manage media archives (photos and videos), and ensure the Google Drive Outreach Folder is organized and up to date.
- Curate construction-focused videos and content, in collaboration with the Volunteer Coordinator, the Executive Director, the construction and education teams, and interns.

The preceding functions have been provided as examples of the types of work performed by employees assigned to this position. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed in this description are representative of the knowledge, skill, and/or ability required. Management reserves the right to add, modify, change or rescind the work assignments of different positions due to reasonable accommodation or other reasons.

Preferred Qualifications:

- Bachelor's Degree in Communications, Marketing, Graphic Design, or related field
- Experience in creative design, media and/or public relations
- Experience with a range of social media platforms and a solid understanding of social media marketing and digital engagement strategies and tactics.

- Strong copywriting and editing skills suitable for each platform i.e. storytelling techniques
- Proficiency with design platforms such as Canva
- Familiar with website editing and management
- Ability to develop strong creative and design concepts from scratch.
- Ability to carry out multiple projects simultaneously and prioritize among competing priorities to meet deadlines.
- Must be a team player and know how to communicate effectively.
- Positive attitude towards figuring out and learning new things.
- Enthusiasm for LWH's mission and work.
- English and Spanish preferred
- Desirable but not required:
 - Previous NGO and/or fundraising work experience.
 - Experience with the Squarespace platform.
 - Knowledge and understanding of algorithms, SEO, data analysis and interpreting statistics.
 - Experience living abroad and working across cultures and different socioeconomic conditions
- Required to be available on-site when needed, which may include nights and weekends.
- Required to have your own laptop computer for work.

Work & Living Environment (if onsite):

- Living and working in rural Guatemala.
- Maintaining a low-impact sustainable lifestyle.
- Shared housing with coworkers and/or volunteers.
- Light construction/material handling may be required.
- Employees may encounter intestinal parasites. Employees are required to have all immunizations (including Hep A & B) current, as well as current tetanus shot.
- Must be able to walk up and down hills multiple times daily at elevation.

Benefits

- \$400/month (increasing to \$500 after completion of first year of employment)
- Housing on-site in San Juan Comalapa, Guatemala
- 28 days paid time-off per year

To Apply, please send:

- CV or Resume
- Statement of interest

Email OutreachCoordinator@lwhome.org to apply