



1 in 4 people do not have access to electricity

*We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.*

## **JOB DESCRIPTION: Global Communications Lead**

**Job Location:** Flexible (San Francisco, Nairobi, London)

**Reporting to:** Marketing Director, Global Partnerships

**Business Travel Needs:** International travel, approximately 20% of time.

### **Position Description**

The ideal candidate is someone with a proven track record of handling external communications. Well-rounded, well-read, well-networked, decently-experienced PR executive who can generate content and disseminate press releases internationally through their personal connections. Additional experience managing renowned brands' social media programs would be a bonus.

### **R&Rs**

#### **1. External Communications**

- Write and issue press releases, articles, and a company newsletter to build corporate reputation and strengthen our relationships with relevant external stakeholders. Further this via social media and blogs.
- Manage media contacts and incoming requests from the media and other organizations; conduct or coordinate interviews with senior management team as needed
- Manage global corporate materials and messaging. Collect, write, and manage customer stories case studies and blogs both for internal and external use.
- Execute on opportunities to raise the profile of the business, such as participation in key networks or applying for industry awards or other recognitions. Proactively support others managing the company's relationship with external parties, maximizing the benefit that the business can accrue relative to the effort invested.
- Manage d.light and CEO participation and speaking engagements in key conferences that will elevate d.light's profile. Professionally represent the organization at sector networking events.

#### **2. Social Media Management**

- Administer the company's social media marketing and advertising
  - a. Generate content for global social media handles - Facebook, Twitter, LinkedIn and Instagram
  - b. Manage and update the brand website
  - c. Manage d.light's online reputation: share success stories and updates; respond to community queries and comments
  - d. Expand d.light's reach through online PR portals and news/blog networks

