



Marketing and Communications Contractor Position Description

ORGANIZATION OVERVIEW

United Religions Initiative (URI) is a California-based international nonprofit organization founded in 2000 and is the world's largest grassroots interfaith network. The Purpose of URI is threefold: to promote enduring, daily interfaith cooperation, to end religiously motivated violence, and to create cultures of peace, justice and healing for the Earth and all living beings. URI connects grassroots groups and individuals working in support of its Purpose across the globe into a vibrant network. Group members of the network are called Cooperation Circles (CCs). There are currently 1,190 CCs in 113 countries.

URI's global network is divided into eight regions (Africa, Asia, Europe, Latin America & the Caribbean, Middle East & North Africa, Multiregion, North America, and Southeast Asia & the Pacific). The network is supported by a globally dispersed staff. URI is governed by a Global Council of Trustees elected by & from member CCs.

POSITION OVERVIEW

The Marketing and Communications Contractor will support the URI Global Staff to advance URI 3.0 goals and objectives. This position is responsible for increasing the visibility of URI by leveraging social media, visual content, newsletters, and other marketing tools to expand the network, attract new donors, and support the organization's growth. The contractor will work in alignment with URI's priority strategic initiatives related to expanding network visibility and ending religiously motivated violence. This position is ideal for a proactive and detail-oriented professional who enjoys working with a small staff team and dedicated board members in a mission-driven nonprofit environment. The Marketing and Communications Contractor upholds and models the Preamble, Purpose and Principles stated in the URI Charter (see <https://uri.org/what-we-do/charter>).

The Marketing and Communications Contractor, which falls within the Development and Communications team, is accountable to the Development and Communications Manager.

KEY RESPONSIBILITIES OF RESPONSIBILITY

Increase external visibility of URI through traditional and creative marketing: (50%)

- Alongside the Communications Associate, co-develop and implement social media strategies to increase visibility and engagement across platforms (e.g., Facebook, Instagram, LinkedIn, Twitter/X, and emerging platforms).
- Analyze and report on the performance of social media, email, and other marketing efforts using analytics tools (e.g., Google Analytics, social media insights).
- Edit and produce video content to enhance the internal and external visibility of Cooperation Circles.
- Track and monitor marketing and communications metrics to inform strategy and improve outcomes.
- Maintain organized files and records of communication activities and media assets.

Facilitate effective and impact-driven and development communications (50%)

- Support the development of a high-net-worth donor communications and marketing strategy, including conducting research into other NGO marketing strategies.
- Support the creation of fundraising appeals, donor newsletters, and impact reports.
- Assist in the planning and execution of donor recognition initiatives.
- Collaborate with regional staff and Cooperation Circles to amplify their stories and initiatives through URI's communication channels.
- Assist in designing and editing visual content and communications materials using tools like Canva or Adobe Creative Suite.

- Alongside the Communications Associate, manage the organization's online presence, including writing content, managing, updating, and addressing technical issues for the organization's main website and other related websites.
- Create visual content for the organization, including graphic design, photography, PowerPoint, and video, through an online repository accessible to the organization.
- Support localized campaigns and initiatives that align with global communication goals.

QUALIFICATIONS

Languages: Read, write, and speak English fluently. Read, write and speak languages relevant in your region. Additional language proficiency is a plus.

Required Computer Proficiencies: Google Suite, WhatsApp, Zoom, Canva, Adobe Creative Suite (InDesign or Photoshop), Word Press and Drupal, video editing software (e.g. Adobe Premiere Pro.), regionally relevant social media, basic data management systems. Ability to use URI's app to advance our strategies for growth and impact.

Education: University Bachelor's Degree in Communications or Marketing or relevant field of study or equivalent preferred but not required if you have equivalent experience.

Specific Experience:

- 5 + years of experience in marketing and/or communications
- Significant experience in building and nurturing interfaith and intercultural grassroots networks or coalitions that include many diverse perspectives and social backgrounds. Experience doing this on-line and in person.
- Significant community building experience including proven record of successful interfaith or intercultural group facilitation in support of collaborations to prevent violence or advance peace, justice, or healing
- Proven experience in project or program management, including generating and implementing work plans, assessing outcomes, writing a detailed program budget, managing funds, and preparing financial reports.
- Proven experience developing financial partnerships or generating resources to advance community projects.

Key Skills:

- Familiarity with social media platforms, scheduling tools (e.g., Hootsuite,), and email marketing platforms.
- Basic knowledge of website content management systems (e.g., WordPress, Drupal).
- Data management skills, including using CRM systems like Salesforce.
- Demonstrated ability to work collaboratively and effectively both in-person and remotely across multiple time zones with colleagues of differing cultures, religions, genders, ages, sexualities, and social backgrounds.
- Excellent organizational skills and ability to manage multiple priorities.
- Creative thinking and an eye for design to produce compelling visual and written content.
- Self-motivated and able to work independently in a remote environment.
- Demonstrated skills in creating opportunities for colleagues and network members to meaningfully contribute, and in highlighting others' work.
- Demonstrated interpersonal skills, including the capacity to listen deeply and communicate openly, experience exploring critical differences with care and curiosity, seeking feedback and advice, and showing up with reliability amidst diverse interdependent colleagues.
- Ability to work independently, both taking initiative and following others' leads, and think creatively about how to leverage the resources at your disposal to advance collective goals.
- Capacity to travel domestically and internationally when needed, comfortable doing so alone.
- Demonstrated superior English-language oral and written communication skills. Fluency in other languages is a plus.

EQUIPMENT CONSIDERATIONS

Candidates must:

- Own a personal computer with ready access to consistently reliable strong WiFi
- Own a telephone with capacity to use WhatsApp
- Own digital editing software (Adobe, Photoshop, etc.) including video editing capabilities
- Have occasional access to a printer and photocopier as needed

WORK ENVIRONMENT AND COMPENSATION

- This is a part time, remote-friendly contract position.
- Flexible work hours with some evening or weekend hours as needed to accommodate Board meetings or special events.
- Competitive hourly rate based on experience

Location and Languages

This position is for a global office and will primarily involve remote work with limited travel. The contractor needs to be fluent in English. Preference will be given to candidates who are also proficient in additional languages, such as Spanish, Portuguese, Arabic or French.

Holidays and time off

URI strives to honor national and religious holidays and does not expect participation in meetings or communications on those days - if communicated at least 60 days ahead of time. Any other time off or changes to the scheduling of meetings or communications will be agreed on in advance with the supervisor. Since projects in your portfolio of responsibilities may require collaboration with others, you will be expected to spend a portion of your time in collaborative working sessions (to be scheduled at mutually agreed upon times) in order to advance specific projects.

URI is an equal opportunity employer. It is the policy of URI not to discriminate on the basis of race, creed, color, religion, sex, sexual preference, national origin ancestry, age, physical or mental handicap, or veteran status.

Application Guidelines

Send a cover letter expressing why you are interested in working at URI, resume, creative samples, and list of three references to hr@uri.org **no later than March 15**. Incomplete applications will not be considered. URI does not provide relocation support. No phone calls, please. The likely start date for this position is April 16, 2025.