



MISION MEXICO FOUNDATION

Giving love, life and hope to all.

Project J731 Mexican Children's Development with Global Development Group

Mexico: AMM040930797 UK: SC042838

Digital and Social Media Specialist

Location: Based in Tapachula/ Chiapas

Placement: 16 hours a week, freelance contractor

Reports to: Mision Mexico Foundation Director

Our Mission and Focuses

The Misión México Foundation aims to break cycles of poverty, abuse and inequality; providing opportunities for every child and youth that we care for to succeed. Through long-term solutions like education, practical and emotional care and community development, we provide tools and opportunities for children and youth to advance in every aspect of their lives, becoming the best that they can be. Our core focuses are; education; safe homes with a family environment; health and wellbeing support; community development, personal development and life skills.

Role Context

The Digital and Social Media Specialist will collaborate closely with the Mision Mexico Foundation Director, Community Promoter, and other team members to:

- Manage and enhance the Foundation's online presence while designing visually engaging digital content to increase global reach.
- Develop, execute, and refine the Foundation's digital content strategy.
- Ensure that the Foundation's brand message is consistently communicated across all platforms.

Duties and Responsibilities

1. **Social Media Strategy and Execution:**
 - Oversee and maintain Mision Mexico Foundation's social media channels.
 - Design and share compelling digital content that engages followers and attracts new supporters.

- Develop and implement a social media strategy in collaboration with program leaders and the foundation team.
 - Monitor and analyse social media performance metrics, using data insights to refine strategies.
2. **Content Creation and Digital Assets:**
 - Create and manage multimedia content, including photography, video, and graphics, ensuring proper approval and documentation for future use.
 - Design all promotional, online, and published materials, including presentations and reports, that adhere to branding guidelines.
 - Support campaigns by designing visual assets to raise awareness and increase funding.
 3. **Website and Digital Presence:**
 - Assist with updates and enhancements to the Foundation's website, ensuring it remains current, functional, and aligned with branding.
 - Research and implement new tools and platforms to improve the Foundation's digital footprint.
 4. **Campaign Support and Collaboration:**
 - Work collaboratively on campaigns to amplify the Foundation's impact and visibility.
 - Assist in special projects as agreed upon with the Mision Mexico Foundation Director.
 - Ensure all digital communications reflect the Foundation's values and voice.
 5. **Role Modeling and Confidentiality:**
 - Act as a positive role model to the children and young adults of the Foundation.
 - Maintain confidentiality and uphold the safety and dignity of all beneficiaries.

Essential Criteria

- Valid Criminal Records Check prior to employment. Staff must report any criminal charges or court appearances during employment.
- Fluency in both English and Spanish, with strong written and oral communication skills.
- Strong organisational and time management skills.
- Proven experience in digital design and graphic design, with a strong portfolio of work.
- Proficiency in website management (Wix or similar platforms).
- Self-motivated with the ability to work independently.
- Experience in managing social media channels and communication.

Desirable Criteria

- Experience working with charitable or humanitarian organizations, especially with children or youth from trauma or disadvantaged backgrounds.

- Knowledge of SEO and digital marketing strategies.
- Proficiency with advanced analytics tools (e.g., Google Analytics, Hootsuite Insights).
- Coding experience to support website enhancements and technical tasks.
- Experience in assisting with fundraising and increasing income for organisations.

Additional

On engagement of the role there will be a 6-week probationary period at which time the Mision Mexico Foundation Director and successful applicant will review the position.

Working hours will be negotiated with the Mision Mexico Foundation Director. This job description is not exhaustive, and is provided to assist the post holder to know what her/his duties are. It may be amended from time to time, without change to the levels of responsibility and in discussion with the post holder.

To apply for this exciting opportunity, please email support@misionmexico.org with:

1. A cover letter addressing the selection criteria and your suitability for the position based on the skill, knowledge and ability requirements outlined in the job description (maximum 2 pages);
2. A current CV and/or portfolio
3. Copies of any relevant qualifications