Communications Associate Consultant- Latin America & the Caribbean Region

GivingTuesday is a global generosity movement, unleashing the power of people and organizations to transform their communities. It is also the name of the nucleus organization that supports a global community of movement leaders in 110+ countries; cause and community campaigns; and many millions of people all over the world committed to inspiring and manifesting generosity in the world. The Latin America & the Caribbean Hub coordinates and amplifies efforts across the region. Through communications efforts, partnerships, data initiatives, and leadership support, the Hub works toward a region where generosity is recognised and practiced as a civic force.

In support of this work, we are seeking a creative and resourceful storyteller to manage and expand GivingTuesday's multilingual communications across Latin America & the Caribbean (LAC). This part-time Communications Associate consultant will translate complex ideas into compelling content while bringing a data-driven, solutions-oriented approach to growing our regional impact. This role requires native or near-native fluency in Spanish and English (Portuguese is a plus), along with strong cross-cultural communication skills and a passion for social impact. Under the guidance of the Director and the Senior Manager, this proactive team member will be essential to supporting the LAC Hub's growth in the region.

DELIVERABLES

Digital & Social Media Management

- Plan and execute digital marketing strategies with a focus on increasing engagement and growing an engaged digital community the LAC Hub
- Manage day-to-day operations of the Hub's social media presence across Instagram, Facebook, X, and LinkedIn
- Produce and publish original material from and to the region; adapt relevant content from other regions
- Serve as primary liaison for the Hub's behalf with GivingTuesday's central communications team for website content updates and other operations

Newsletter & Content Distribution

- Craft and distribute the Hub's regular email newsletter
- Maintain and strengthen relationships with the Hub's partners for content cross-promotion
- Coordinate with partners to amplify shared messaging and maximize reach

Strategic Communications

- Support Hub leadership in developing the regional communications strategy and translate it into executable annual plan that includes disseminating the work developed by the GT LAC

Hub (including published reports, events, and webinars), identifying potential communications partners and engaging with audiences to further our strategic objectives
- Track performance metrics and provide quarterly reports on engagement, reach, and audience growth across all channels to inform strategy adjustments
- Assist with the design and communication of programmatic work, convenings and events, including communications with participants and stakeholders, flow of events, workshop structure, overall event design, budgets and logistics
- Advise GivingTuesday leaders on their digital communications approaches; create shareable content

QUALIFICATIONS

- Native or near-native fluency in Spanish and English with excellent writing in both languages (Portuguese is a plus but not required)
- 2+ years of experience in communications, digital marketing, or social media management, preferably in the NGO or social impact sectors
- Proven track record of growing engaged online communities and executing successful digital campaigns
- Strong proficiency with social media platforms (Instagram, Facebook, X, LinkedIn) and analytics tools
- Familiarity with design tools (Canva) for creating or adapting content
- Experience with email marketing platforms and newsletter management
- Strong interpersonal skills and experience building relationships with partners and stakeholders across cultures
- Ability to work independently with minimal supervision while collaborating effectively with remote teams
- Understanding of the philanthropy or civic engagement sectors in Latin America a bonus

Contract terms: The initial contract is for 6 months and approximately 20 hours/week with the possibility for additional hours and a contract extension as programs develop. Compensation is $1,500–$1,700 USD per month, depending on experience. Please note that this is a consultant role and that the contract will be with GivingTuesday, a US 501(c)(3) organization.

Location: The position is remote, but we ask for availability during hours that overlap with the EST time zone to ensure effective collaboration with your main point of contact in Mexico.

To apply: To apply, please submit your resume along with a cover letter (one page maximum) that highlights your most relevant experience lac@givingtuesday.org. We want to hear from you, in your own words. Submissions that reflect your personal perspective will stand out more than those written by AI tools.