



## American International Health Alliance

### JOB DESCRIPTION

### Senior Communications and Program Development Associate

<b>Position Title</b>	Senior Communications and Program Development Associate
<b>Department</b>	Communications & Program (Business) Development
<b>Location</b>	Washington, DC
<b>Reports to</b>	Director of Communications and Director of Program Development
<b>Supervises</b>	N/A
<b>FLSA</b>	Exempt

**POSITION SUMMARY:** The Senior Communications and Program Development Associate supports AIHA efforts in communications and business development.

#### ESSENTIAL DUTIES

##### Program Development (Business Development)

- Support Director of Program Development in developing and executing a comprehensive business development strategy for all resource generation efforts across a range of potential funding sources
- Provide support in proposal development, including logistical coordination of meetings, development of proposal schedules and outlines, targeted research, editing/writing of select proposal components, and graphics support
- Support proposal teams through quality and compliance checks via compliance matrix, and proposal formatting, production, and submission
- Support and manage an archived proposal and a BD resource library database intended to increase the efficiency of future proposal development efforts
- Research and track new business opportunities across various donor and procurement websites, and circulate to appropriate staff
- Maintain and update a tracking chart that spans the lifecycle of new business pursuit
- Provide research to support the analysis of donor trends, funding opportunities, and specific procurements; targeted research to support outreach for funding from a range of sources, including foundations, corporations, and individuals
- Operate as a problem-solver
- Serve as key administrative person to support all business development activities, including activities such as providing logistical support for meetings, maintaining and updating all files, and executing contracts for consultants hired to work on proposals

## **Communications**

- Manage content of AIHA's website and social media platforms in close collaboration with Director of Communications to ensure a unified, dynamic organizational image that communicates effectively across a range of key verticals
- Work with program staff at headquarters and in the field to create and maintain a steady stream of ideas and material for articles, success stories, and partner profiles that effectively showcase our programs and accomplishments
- Research and draft project or country overviews, articles, press releases, briefing materials, talking points, correspondence, and other materials as requested
- Create or edit presentations, graphics, infographics, email blasts, reports, newsletters, and other documents as requested
- Assist in the creation of a Friends, Family, and Alumni Network and other vehicles that will support AIHA's efforts to explore fundraising campaigns targeting individual donors
- Maintain individual fundraising annual tracking chart, donation files, and matching gift requests
- Process all acknowledgment letters and ensure they are signed and sent in a timely manner
- Assist in forming and implementing annual fundraising strategy including email campaigns, social media, hard copy mailings, strategies, and special events
- Assist in organizational rebranding efforts leading communications between AIHA's consultants and staff to ensure organizational buy-in
- Plan and coordinate outreach events and other activities, such as panel presentations, speaking engagements, teleconferences, and webinars that raise AIHA's visibility, reputation, and credibility as a strong and effective international health and development organization
- Perform administrative functions that support communications and program development, including maintaining organizational mailing lists, external conference and event lists, and program calendar, shared drive content, news and media clippings, and photo/image files
- Participate in, plan, and/or support AIHA-sponsored conferences, workshops, and events, as well as external events that raise awareness about AIHA partnerships and projects

## **Other duties as assigned**

## **SKILLS AND QUALIFICATIONS**

### **Essential**

- Bachelor's degree required in communications, marketing, English, public relations, journalism, business, international development, or related field
- Minimum three (3) years of professional experience preferably working at a nonprofit organization, including work supporting new business proposals seeking funding from institutional donors in the international development arena, as well as individual fundraising
- Strong proficiency in MS Office/Windows environment
- Exceptional oral and written communication
- Friendly, positive, can-do attitude with great interpersonal skills and demonstrated ability to work both independently and as part of a team
- Ability to multitask in a high-volume, deadline-driven environment

- Proficient in Adobe CC2017, Adobe Connect, Word Press, Google Analytics, Survey Monkey, Wiki, GoToMeeting, DEVEX, Hootsuite, and social media platforms including Facebook, LinkedIn, Twitter, and YouTube
- Ability to transform conceptual ideas into reader-friendly graphics and visuals
- Ability to think creatively and consider out-of-the-box solutions
- Strong cross-cultural communication skills

#### **Desired**

- Prior work with international development organizations
- Video editing skills
- Experience with [www.grants.gov](http://www.grants.gov) proposal submissions process
- Cultural sensitivity in working with people and institutions in the developing world
- Interest in international health and development issues
- Knowledge of Associated Press and inverted pyramid writing style a plus
- Foreign language skills, particularly French, Portuguese, or an African language a plus

#### **ADA SPECIFICATIONS**

**Physical Demands:** Employees with disabilities must meet qualification standards that are job-related and consistent with business necessity and must be able to perform the essential functions of the position, with or without reasonable accommodation.

#### **DISCLAIMER:**

- Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.
- This job description is subject to change at any time depending on the needs of the organization.

**AIHA is an equal opportunity employer. Qualified candidates, please submit your cover letter, resume, and salary expectation to [hr@aiha.com](mailto:hr@aiha.com)**