

# DAYS FOR GIRLS

---

## Digital Marketing and Brand Manager

---

<b>Classification:</b>	Full-time
<b>Location:</b>	Remote (US-based)
<b>Reports to:</b>	Director of Development
<b>Travel:</b>	Travel is infrequent and will occur on an as-needed basis. Any travel will require prior approval from the employee to ensure availability and alignment with personal and professional commitments.

---

### About the Organization

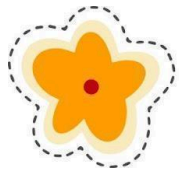
---

Days for Girls International (DfG) is an award-winning non-profit that has reached more than 3.5 million women and girls in 145 countries on six continents with quality, sustainable menstrual care solutions, and menstrual health education. We operate a hybrid model of entrepreneurship and volunteerism, increasing access to menstrual care and education by developing global partnerships, cultivating social enterprises, mobilizing volunteers, and developing innovative solutions that shatter stigmas and limitations for women and girls around the globe.

Our core values guide everything we do, including hiring decisions. They are:

- Wisdom: honors those who we serve and with whom we serve
- Gratitude: integrates into all areas of our operations
- Collaboration: prioritizes responsiveness and flexibility
- Seeks to learn: through an entrepreneurial spirit of innovation and creativity

DfG is an equal-opportunity employer that values diversity, equity, and inclusion. We do not discriminate on the basis of race, ethnicity, religion, national origin, sexual orientation, gender identity, age, marital status, veteran status, or disability status. Women, BIPOC, and LGBTQIA2S+ people are strongly encouraged to apply.



# DAYS FOR GIRLS

---

## Position Summary

---

The Digital Marketing and Brand Manager plays a critical role in expanding DfG's reach, strengthening engagement with our digital community, and driving donor action through compelling campaigns.

This position is a part of the DfG Development Team and leads on content strategy, multi-channel campaign execution, and storytelling that inspires giving and connection. A successful candidate will have a strong digital marketing background, a flair for storytelling, and comfort with both strategy and hands-on content production (including basic graphic design and video editing).

---

## Key Responsibilities

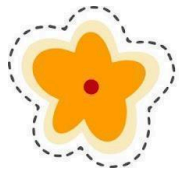
---

### 1. Digital Campaigns & Fundraising Communications (40%)

- Lead the digital content strategy and execution for fundraising and awareness campaigns, including Menstrual Hygiene Day, Giving Tuesday, and end-of-year appeals.
- Create digital content (emails, social media posts, digital ads, landing pages, etc.) in collaboration with the Development Team to meet fundraising goals.
- Maintain campaign calendars and ensure on-time, on-brand delivery of all campaign elements.
- Track performance and share insights to optimize future campaigns.
- Lead the strategy, coordination, and execution of corporate partnership campaigns.

### 2. Social Media & Audience Engagement (30%)

- Manage DfG's presence across all social platforms (including but not limited to: Instagram, Facebook, LinkedIn, X/Twitter), posting consistently and engaging with our community.
- Grow DfG's digital audience through paid, collaborative, and organic strategies.
- Monitor trends, test formats (e.g. reels, stories, polls), and adjust strategies to improve reach and engagement.
- Foster value-aligned relationships with corporations and influencers to expand reach and impact.



# DAYS FOR GIRLS

### 3. Brand Management & Creative Content (30%)

- Develop or coordinate the production of visual assets, including graphics, short videos, and templates for campaign and brand use.
- Maintain and evolve DfG's visual and narrative voice across platforms.
- Support cross-department storytelling and promotional needs, including blogs, reports, one-pagers, fliers, and donor collateral.
- Coordinate website content updates in collaboration with the IT team.

---

### Qualifications & Experience

---

#### Required

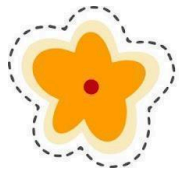
- 3–5 years of experience in nonprofit communications, digital marketing, or campaign management.
- Demonstrated success managing multi-channel campaigns and growing digital audiences.
- Strong writing, editing, and storytelling skills.
- Strong graphic design and video editing skills with the ability to independently create branded assets using Canva, Adobe Creative Suite, or similar tools.
- Solid understanding of email marketing best practices and platforms.
- Experience working independently and collaboratively in a remote, cross-functional team.

#### Preferred

- Experience with Mail Chimp, Salesforce, Google Ads/Analytics, or SEO strategy.
- Knowledge of international development or women empowerment brands
- Familiarity with fundraising/donor engagement best practices.

You'll thrive in this role if you are:

- A digital communications professional with a heart for mission-driven work.
- A creative problem-solver who loves taking a campaign from idea to execution.



# DAYS FOR GIRLS

- Comfortable switching between big-picture strategy and detailed content creation.
- A clear and collaborative communicator who values feedback.
- Energized by working across time zones and cultures to create global impact.

---

## **Additional Requirements**

---

- Travel is infrequent and will only occur on an as-needed basis. Any travel will require prior approval from the employee to ensure availability and alignment with personal and professional commitments.
- Flexibility to attend occasional early morning or evening meetings with global team members.

---

## **Compensation & Benefits**

---

- Remote work schedule
- Unlimited paid time off
- Medical, dental, and vision insurance
- 401(k) plan