



## Communications Coordinator

**Working to support disadvantaged young people or trekking the Inca Trail? Why not do both?!**

*Get the best of both worlds for a volunteering opportunity where you give your skills, rather than your money.*

Are you looking for a break from 9-5? Or are you looking to do a year abroad as part of your studies, or even before you start your studies, in an exciting and challenging environment? When volunteering with LAFF your skills will be put to good use and you will have the opportunity to work directly with beneficiaries, gain valuable field experience and increase awareness of international development issues. Based in beautiful Peru, on the doorstep of Machu Picchu, this is also a great chance to improve your Spanish fluency.

**Location:** Cusco

**Employment Type:** Full-time unpaid volunteering positions of minimum 7 hours per day are preferable, though applications for part time roles are also considered.

**Leave:** 2 days per month

**Duration:** 3 months

**Application Deadline:** Ongoing

Communications is an essential part of LAFF's work as a means of creating long term relationships with supporters. As the Communications Coordinator, you will play a key role in fostering new relationships and maintaining existing ones.

You will focus on informing our communities of relevant news from LAFF, our partners, and Peru. Your independent research skills and innovation will see you collaborate with all of LAFF's team to collect and present information. You will also work closely with Fundraising to develop campaigns and tailor communications to specific audiences.

LAFF's mission of supporting access to education through partnership with local organisations means that you will work closely with partners to get updates and new material. LAFF believes in celebrating progress and raising awareness, and not exploiting vulnerable personal circumstances in our communications. You will ensure that all visual and written media complies with our Brand Guidelines and does not engage with 'poverty porn'. Your success in this position will rely on your understanding of the socio-economic problems in Peru that affect LAFF's beneficiaries, and your ability to effectively communicate the importance of LAFF's work and progress.

### Objectives of this Role

Under the supervision of the Program Manager, the Communications Coordinator will be expected to carry out the following tasks:

1. Manage all of LAFF's communications
2. Produce and disseminate high quality electronic communication regarding LAFF's activities.
3. Provide semi-monthly and monthly reports on social media performance
4. Collaborate with LAFF's Fundraising Coordinator to build relationships with donors, identify new funding opportunities and launch effective online campaigns

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5. Maximize and update LAFF's communications strategy
6. Maintain and strengthen LAFF's online presence
7. Write and publish articles to raise awareness of thematic issues central to the aims of LAFF
8. Support the marketing efforts of our partners' social enterprises
9. Ensure that communication practices reflect LAFF's priorities, mission and vision
10. Network and strengthen the social media strategy to link LAFF with other stakeholders and organizations (including NGOs, donors, companies, universities and other supporters) to ensure continued support for existing and new initiatives

### **Skills and Qualifications**

- Undergraduate degree in a related field (Communications, Languages, International Relations) or experience working in a communications role
- Volunteering experience and/or work experience in Communications, PR, Journalism, Education and International Development highly desirable
- Intermediate or advanced Spanish skills
- Experience with/good knowledge of different social media platforms (Facebook, Instagram, TikTok, LinkedIn, Twitter)
- Proficient in graphic design and formatting tools such as Canva and Adobe InDesign
- Excellent interpersonal and written communication skills
- Interest in acquiring communications and International Development experience
- Highly organized, flexible, independent, culturally sensitive and detail oriented with the ability to multitask
- Good knowledge of GSuite

### **Personal Qualities**

We are looking for a motivated individual who is able to work individually and as part of a team. The Communications Coordinator position requires a proactive attitude and attention to detail to collect relevant information across the full team to update donors and LAFF's online community. Time management is key so that deadlines are met in time for feedback to be incorporated before publishing communications. A creative mindset will engage LAFF's community with new and interesting communications, whilst analytical thinking is also important for maintaining a consistency in external communications and social media posts. The right candidate will understand LAFF's mission and reflect this in the voice and message they use when designing content.

### **About Latin American Foundation for the Future**

The Latin American foundation for the Future (LAFF) is a UK-based charity supporting marginalised children and young people in Peru. We work through local partner organisations in Cusco and support activities and projects in the areas of formal education; vocational skills and personal development; sustainability, including income generation, cost reduction and capacity building. We strive to empower our beneficiaries enabling them to become independent and sustainable.

### **To apply:**

Complete and submit a response to our [volunteer application form](#) and highlight 'Communications' as your area under the 'Coordinator Positions' section.

Please note this position is unpaid. Successful applicants will be contacted to arrange an online interview.