

## PROMOTION & MARKETING COORDINATOR

TeenSmart International (TSI) is seeking a dynamic, experienced, and passionate professional to join our visionary team. TSI is a nonprofit organization making a difference in Central America & beyond by offering online health promotion services, youth leadership and personal growth to adolescents ages 10-24.

Submit a resume and cover letter in English to [djiron@teensmart.net](mailto:djiron@teensmart.net) TSI hopes to contract a person by the beginning of April 2022

### ABOUT THE ROLE

TSI is seeking a dynamic, experienced, and passionate professional to develop, execute and evaluate a promotion & marketing strategy to systematically increase [jovensalud.net](http://jovensalud.net) youth users to 1.0 M by 2025 throughout Central America, Mexico & beyond. He/she will report to the Executive Director (ED), and will work collaboratively with the ED, Board of Directors and staff.

### PRIMARY JOB RESPONSIBILITIES:

- Coordinate the GCC Grant project: Transition to Scale with special attention to systematically expanding and scaling TSI services and products throughout CA and Mexico.
- Develop the organizational infrastructure, build the team, and develop a detailed workplan and calendar to achieve the Transition to Scale goals, benchmarks and timelines effectively.
- Collaborate with the ED, BOD & staff to track cultivation of new Advocating Partnerships to elevate TSI credibility and positioned [jovensalud.net](http://jovensalud.net) as the number one online health promotion and youth leadership resource for youth in CA & Mx.
- Develop, execute, monitor, and evaluate a Promotion and Marketing digital and face to face plan and strategy to attract and retain new youth users, promotion partners and investment partners throughout Central America and Mexico.
- Oversee and supervise the development and maintenance of the Management Information System to assure accurate and complete data of all prospective and active stakeholders.
  - In collaboration with the Evaluation Specialist develop an evaluation system to effectively track the growth and retention of youth users, promoting partnerships and investment partnerships. The system should clearly specify key indicators or variables and report templates for timely monitoring and decision-making.
  - Oversee the preparation and maintenance of effective and compelling publicity materials with TSI graphic strategist, including brochures, videos, PPT, presentations, letters of presentation, etc.
  - Oversee an Investment Partner Development Consultant to design and pilot test a business plan to attract and retain CA investment partners.
  - Demonstrate professional and ethical conduct at all times.
  - Perform other related duties as requested.



## QUALIFICATIONS

- Understand and support the Teen Smart's mission and values and it's Lift Campaign strategy and goals.
- Demonstrated knowledge or interest in Central America, youth development and TeenSmart's program strategies.
- Bachelor's Degree or master's degree in Marketing, Advertising, Public Relations, Business Administration or related field.
- Fully bilingual in Spanish-English (written and oral)
- Have excellent planning and organizational skills.
- Excellent written and verbal communication skills, with the ability to persuade and move people to action.
- Exceptional interpersonal skills, including teamwork, collaboration.
- Must be a natural networker and independent self-starter with a high level of professional maturity, judgement, and confidence.
- Ability to work in a fast-paced environment, and comfortable working through ambiguity to complete projects.
- Must be an excellent researcher with proven talent for creating compelling proposals.
- Proficient in the use of Microsoft Office software; willingness to learn new programs.
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense, and good listening ability.
- Strong technology skills and ability to apply the same to manage one's own work and contribute to smooth functioning of institutional processes and procedures.
- Have reliable broadband internet access.

## LOCATION

- TeenSmart is a 100% remote workplace and so applicants from any location in the Americas are welcome to apply; however, we will prioritize applicants living in Central America.
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## HOW TO APPLY:

- Submit a resume and cover letter in English to [djiron@teensmart.net](mailto:djiron@teensmart.net) . TeenSmart expects to have this person hired by April, 2022. Candidates whose applications do not complete the requirements, will not be considered.

