



PUERTO RICO SAFE WATER QUALITY

Content Creator

Part Time

Position Overview

Atma Connect seeks an experienced and collaborative Content Creator for our Safe Water Quality Project in Puerto Rico to join our dynamic international organization. Atma Connect is an award-winning global nonprofit technology organization that creates platforms to connect people so they can report problems, share solutions, and improve their communities from the ground up. Our long-term vision is to connect and empower billions of vulnerable people in every region of the world so they can improve their communities from the ground up. In Puerto Rico, we've undertaken numerous projects, including for climate and disaster resilience, food security and community gardens, and amplifying the work of community efforts across the island.

Atma Connect's new Puerto Rico project: *Grassroots Leadership, Education, and a Safe Water Quality Network* (APALi in Spanish) will include partnering with community leaders and residents with the aim of improving water quality and health in Puerto Rico. It will be undertaken through the USEPA Environmental Justice Collaborative Problem Solving Cooperative Agreement (EJCPS) program.

The Content Creator will be instrumental in this two year project based in Puerto Rico, while being part of an international team with members in Indonesia and California. Duties include collaborating with the Communications Manager to curate APALi's mixed media platforms, developing visually appealing social media content, producing engaging newsletters & blog posts, ensuring flexibility in messaging to various audiences, executing campaigns, and meeting project deadlines. We are looking for someone who is comfortable working in a fast-paced, dynamic, and distributed environment, and has worked in Puerto Rico on community and environmental projects.

JOB DUTIES

Content Creation and Distribution

- Collaborate with a Communications Manager to curate and update APALi's mixed media platforms with engaging content related to water quality testing, systems upgrades, and available resources.
- Develop visually appealing social media content to effectively communicate APALi's messaging.
- Produce newsletters for internal and external stakeholders, highlighting successful projects and future initiatives, with an emphasis on maximizing engagement.
- Write blog posts to share impactful stories and progress updates, fostering community engagement and support.
- Ensure creative flexibility to convey messages in various tones and voices, catering to different audiences and contexts, with an aim to broaden project reach.

Communication Campaign Development

- Plan and execute various communication methods to reach APALi's target audiences effectively.

*** BIPOC and Women are strongly encouraged to apply ***

- Identify press opportunities and generate compelling content for distribution through Atma Connect's channels, with a focus on maximizing impact.
- Design communication tactics for new projects, events, and initiatives, aligning with APALi's objectives and target audience preferences, and emphasizing reach and engagement.
- Conceptualize and execute communication campaigns to raise awareness of Atma's services among partners and donors, integrating strategic considerations.
- Oversee the creation of marketing and communication deliverables, ensuring alignment with APALi's goals and milestones, and measuring campaign Social Return on Investment (SROI).
- Utilize digital platforms such as email, websites, and social media for engagement campaigns, and leverage creativity to maximize impact.

Internal Communication and Reporting

- Work closely with the Communications Manager, dividing roles and responsibilities to meet project needs and collaborate effectively.
- Establish internal communication processes to keep team members informed and updated on project statuses and developments, and provide reports with analysis.
- Provide regular reports to facilitate decision-making and assess campaign effectiveness.

QUALIFICATIONS

- **Fluency in Spanish**, proficiency in English desired but not required.
- **Initiative, attention to detail and 100% follow-through:** You need the ability to manage time well, establish realistic deadlines and meet them consistently. Your work should be thorough, accurate and precise. Based on direction from senior staff, you should be able to independently research solutions and recommend procedures and systems to solve administrative challenges.
- **Content Creation experience:** Demonstrated experience in content creation, showcasing creativity, and proficiency in conveying impactful messages across various mediums. You must have demonstrated competency in Microsoft Office and Google Apps.
- **Excellent ability to work collaboratively with a team.** We are looking for someone who builds leadership among others and supports the team on a journey of learning and growth, while creating program results.
- **Fluency, curiosity and an intrepid approach to technology:** Because we have a remote offices and so much of our work relies on online tools and applications, the ideal candidate will feel comfortable with trouble-shooting and administering a cloud-based office system (primarily Google Drive and Dropbox) using and designing online systems; they will approach tech troubleshooting without fear or frustration and with a curious can-do spirit.
- **Familiarity with nonprofits and, specifically, with technology and international organizations** is a bonus. An interest in sustainable development and community empowerment is helpful, but not required—as long as you are intellectually curious enough to learn about our niche over time.
- **Willingness to pitch in** outside of the job description when help is needed.

Commitment: We are open to negotiating between 15-25 hours per week and will tailor expectations based on the committed hours.

Compensation: Compensation depends on experience and will be competitive and commensurate with other positions in the field. We are committed to the personal and professional growth of all staff.

About Being on our Team:

- We are a startup, entrepreneurial organization that is constantly refining our work. All staffers are

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expected to help build organizational capacity, including strategizing around program development, developing documentation, supporting communications and fundraising, and taking professional development opportunities.

- Ability and willingness to learn the technological tools for remote working is also expected.
- We strive for a highly participatory, mutually supportive workplace that creates excellent work and allows us to have fun doing it. We are committed to the personal and professional growth of all staff.
- Atma Connect is an equal opportunity employer and committed to a diverse and inclusive workforce. We strongly encourage and seek applications from women, people of color, including bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. We do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender, marital status, sexual orientation, age, disability, or veteran status.

How to Apply:

- **Applications are due Monday, March 18, 2024.** The position is open until filled. We are looking to hire someone as soon as possible, so we encourage you to apply early.
- Email a cover letter, indicating *why you are interested in this specific position and what skills, qualities and relationships you will bring to the organization, a resume, and salary requirements* to jobs@atmaconnect.org. Include the subject line "Puerto Rico Content Creator"
- Absolutely **No phone or email inquiries.**

About Atma:

Atma Connect is an award-winning global nonprofit technology organization that creates platforms and engagement strategies to connect people so they can report problems, share solutions, and improve their communities from the ground up. We are creating the infrastructure for locally led impact at scale. Our long-term vision is to connect and empower billions of vulnerable people in every region of the world so they can improve their communities from the ground up. Atma's theory of change is that people who live in low-income communities are resourceful and ingenious, and connecting them with one another will multiply their strengths. Our mobile app for neighbors helping neighbors, AtmaGo, has reached over 13 Million people, and we have won international recognition of the importance of our work. Numerous awards including Tech for Good's Startup Weekend, the IDEO.org/Amplify Urban Resilience Challenge, and the Global Resilience Partnership Innovation Challenge, and Atma is a Vanguard member of the Million Lives Collective, recognizing innovations that have improved the lives of over 1 million people living on less than \$5 per day. Recent projects include environmental justice assistance for communities across the U.S, creating an internet resilience solution for disasters in remote locations, so people can reach outside help and find their loved ones, a program to empower women entrepreneurs in remote areas so they can support their families, and in Puerto Rico, working to improve water quality and health from leaking septic tanks.