

# COMMON THREAD

## Communications Associate

**Contract position:** Full-time position, for 12 months with the possibility of extension

**Location:** Remote, with a strong preference for candidates within UTC +/-5 time zones

**Reports to:** Storyteller, with regular collaboration and input from the wider Project and Graphic Design team

**Start date:** February 2023

**Closing date for applications:** 10 February 2023

### Is this you?

We're looking for a communication and social media guru to help tell our story. You'll work alongside our Storyteller and as part of our External Communications team to develop, measure and publish stories that inspire. Help us put people at the centre of public health.

### The Role

Here's some of the exciting things you can expect to be doing as part of this role:

- **Website content management** ([gocommonthread.com](https://gocommonthread.com))
  - Write, edit and publish engaging copy for case studies, tools, and field notes
  - Create alt text and optimise images to keep our website accessible
  - Draw insights from website analytics and suggest ways to improve meaningful engagement
  - Audit existing web pages for spelling, clarity, and functionality
  - Update visual and written content
- **Social Media Management & Strategy** ([Twitter](#) | [Instagram](#) | [LinkedIn](#) | [Medium](#))
  - Create high-fidelity mockups and engaging copy for social media posts and from rough concepts on a regular basis
  - Ensure all posts are accessible with appropriate alt text
  - Support management of content calendar, planning future content aligned with project work, global issues and platform best practices
  - Develop regular posts on relevant content in Public Health, HCD, and Behavioural Science
  - Identify trending topics and posts in these fields and propose ways for CT to engage
  - Monitor and engage with accounts of thought leaders in our field and propose ways to amplify each other
  - Suggest ways to strategically grow our following and increase engagement on Instagram, LinkedIn, Twitter, and Medium
  - Pitch, write and edit Medium blog posts
  - Monitor and report regularly on social media engagement

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- **The Stitch** (our iconic newsletter)
  - Create transcript for audio pieces and subtitles for video pieces
  - Ensure all episodes include appropriate credits and links
  - Push podcast to various platforms
  - Support the writing and editing of the newsletter including identifying compelling topics, content, and manage a production schedule

## What we're looking for

### This role requires:

- At least 2 years of multimedia content creation experience
- Expertise in social media management, especially LinkedIn, Twitter, and Instagram analytics and growth strategy
- Creative writing skills
- Audio and video production skills
- Fluency in English
- Web content management skills: Building and editing Wordpress or other CMS
- SEO Management
- Proven ability to deliver client-ready work
- Experience with effectively managing tasks across multiple work streams
- A high degree of digital literacy—you're able to use and learn online collaboration and project management tools to effectively work with a remote team

### Though not required, it would also be helpful if you:

- Have a degree in Journalism, English, Digital Media, Communications, Marketing, or other relevant fields
- Are knowledgeable or experienced in Global Public Health, Behavioural science, and Human-centred design

### Programs we use:

- Adobe Creative Suite (Illustrator, Premiere, Audition, Photoshop, InDesign)
- Wordpress
- Hootsuite
- Otter.ai or other transcription services
- Figma
- Miro
- Mailchimp
- [Monday.com](https://www.monday.com)

### We expect every member of our team to:

- Work as a “[Manager of One](#)”; you are highly independent and can build goals and execute on them independently
- Be driven by our mission and passionate about applying your skills and time towards improving the lives of others, particularly those who are most vulnerable
- Have a growth mindset—be curious, passionate about learning, and see feedback as an opportunity to learn and grow
- Champion [our team values](#) in your work at CT

**Not so fun fact:** Research shows that while men apply to jobs when they meet an average of 60% of the criteria, women and other marginalised folks tend to only apply when they check every box.

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*Think you have what it takes, but don't meet all the criteria? Please apply anyway. We'd love to talk and determine together whether you could be a great fit!*

*Common Thread is an equal opportunity company, and we value diverse voices, backgrounds, and perspectives on our team. We don't discriminate based on race, religion, colour, national origin, gender, sexual orientation, gender identity or expression, age, or status as an individual with a disability.*

## What we offer

- Flexible working hours and location. You may design your hours, and work from a location of your choice, provided you are available during the company's "golden hours" (12-4pm GMT)
- An annual bonus scheme for all full-time, 12 month contractors that can amount to up to 20% of your annual earnings, depending on individual and company performance.
- 20 days of paid time off and 7 days of national holidays, based on your place of residence
- A management team that listens and responds to your needs—we generally offer one additional paid week during the December holiday season and last year we experimented with reduced summer hours (4.5 day week in July/August)
- A global retreat once a year, where we all come together in a beautiful part of the world

If you stay with us for more than 1 year, you can also access:

- A Wellbeing Stipend paid annually to help cover the costs for something you feel could help you maintain your health, balance and vigour
- A Professional Development Stipend and paid time-off for professional development opportunities (after two years)
- Accrual of additional paid time off after 3 years of being on our team

## Who we are

We are a curious and creative bunch of experts and innovators who share in the belief that a change in behaviour can change the world. We believe that human behaviour—however illogical—is never a fault or a flaw. It's a feature. We seek to understand it. We see people as a critical, yet too often ignored part of successful health initiatives. Our clients include the world's leading organisations in public health, international development, and philanthropy. By connecting behavioural insights with community insights, we design public health solutions rooted in the social and cultural minutiae of communities across the globe.

## How we work

We're a virtual company, based across multiple time zones and countries. All our team members are contractors who have the flexibility to choose where they live, though we try to ensure a core block of hours when everyone can be collaborating. Strong communication and collaboration skills are essential to success in this role! We search hard for creative team players who can work independently, but also collaborate with a

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talented team, learn together, and design powerful behavioural solutions that blend the best of human-centred design, behavioural science, anthropology, marketing and other disciplines.

## How do I apply or learn more?

Please tell us who you are in whatever way you think reflects you best - short video, email, or voice note - and upload it [here](#), with your CV and **three samples of work** or a digital portfolio that you're proud of and demonstrates that you're the best fit for this role —these should be a mix of video and audio pieces, or short written pieces, anything that shows off your knack for storytelling, writing, and multimedia content creation.

*(Having technical difficulties with the form? Don't worry, we've been there. Feel free to send your materials directly to [hello@gocommonthread.com](mailto:hello@gocommonthread.com) with the position title in the subject line.)*