



**Spring 2017**

## **Make your mark. Bring healing to East Africa.**

LifeNet International (LN) is currently recruiting a **Communications Officer** to develop content for all of our external relationships.

LN is a nonprofit organization that creates innovative solutions for the everyday health challenges facing East Africa's poor. In 2011, LN launched our conversion franchise network in Burundi, East Africa to build the capacity of 10 local church-based clinics and hospitals through nurse training, management systems, growth financing, and medicine supply. We have grown to be a multi-national organization, are rapidly expanding, and currently have 100 partner facilities in Burundi, Uganda, and the DRC. Our goal is to improve clinical performance 50% within 24 months of partnership. In addition, LN aims to achieve financial sustainability of local operations through our pharmaceutical supply and growth financing channels.

Uganda, Burundi, and the DRC have the lowest human development rating given by the UNDP. In Burundi, 10% of children die before the age of 5; in Uganda and the D.R. Congo, child mortality is 6.9% and 11.5%, respectively. None of these countries reached the Millennium Development Goals to reduce the 1990 child mortality rates by 2/3rds. Diseases such as malaria, AIDS and tuberculosis continue to spread and are aggravated by malnutrition, poor sanitation, and inadequate health care solutions. In the midst of these realities, LN aims to make significant and sustainable improvements in the health of East Africa's poor through our clinical network.

### **JOB DESCRIPTION**

The Communications Officer will support the organization in all aspects of communication, especially for marketing and fundraising purposes. Your work will directly impact our programs as we expand to serve 120 health facilities by the end of 2017 with medical and management training, pharmaceutical supply, and growth financing. You will also play a role in raising the support we need to expand to other countries.

Your main responsibilities will include: writing grant proposals and reports to donors, creating content for and maintaining the website, creating products for use in marketing and fundraising, maintaining communications systems, and possibly other communications projects for the LifeNet program.

You will work remotely and report directly to the Managing Director of Development. You will also work closely with other LN field and US staff as needed. We are looking for an extraordinary individual with entrepreneurial drive and the ability to deliver results in a very challenging operating environment.

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- Develop template communication materials, which may include: fact sheets, opinion articles, letters to the editors, blog posts, press releases, etc. that articulate consistent and effective messaging.
- Develop proposals, letters of inquiry and concept papers for corporate and foundation partners and prospects that are consistent with the organization's values and goals.
- Create partnership rationales that align business objectives and strategies of potential funders with the priorities and capacity of LN.
- Synthesize detailed programmatic information into concise corporate documents that are persuasive and align with brand messaging.
- Develop marketing materials to expand our sphere of influence and attract partners and donors.
- Edit and re-write portions of technical documents, with content support from other team members.
- Maintain an electronic library for proposal and marketing materials and ensure the information is organized and current.
- Identify and review relevant research and data to support proposal development.
- Perform editing of various written documents to ensure grammar and structure conforms to organization style guidelines.
- Maintain internal electronic files for communications (e.g., photos, presentations) and manage all communications systems.
- Manage website and maintain an active and efficient archive there.
- Conduct regular analysis of website traffic and provide recommendations that will lead to more effective usage and interaction.
- Regularly produce newsletters, updates, and other outreach correspondence as well as keep us active in social media outlets such as Facebook, Twitter, YouTube, LinkedIn and Instagram.
- Complete all detailed tasks and projects with accuracy and adhere to internal and external timelines and deadlines.



- Maintain effective working relationship with LN teammates across functionalities and communicate with teammates to share and collect information pertinent to communications needs.
- Assist with other projects as required.

### **QUALIFICATIONS**

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- 1+ year experience in persuasive, professional writing.
- Excellent verbal and written communication skills.
- Ability to work under pressure and meet firm deadlines; highly organized and detail oriented; self-starter with creative abilities to formulate new materials.
- Expertise in the use of Microsoft Word and Pages, including use of styles, formatting, and professional presentation of written material.
- Experience designing and editing PowerPoint templates and slides.
- Working knowledge of the use of social media sites; Twitter, LinkedIn, YouTube, Instagram, and Facebook.
- Ability to handle sensitive material and maintain confidentiality concerning the department, company directives and resource development efforts.
- Agreement with LifeNet's Statement of Faith.
- Ability to manage communications systems.
- Knowledge of and ability to implement website (WordPress preferred) maintenance.
- Bachelor's degree in Journalism, Communications, English, Business/Marketing, or related work experience preferred.
- Knowledge of common concepts and practices in proposal writing is preferred.
- Experience in graphic design, web communications, and marketing with a focus on using new media and digital media to deliver integrated messages to key audiences is preferred.
- Knowledge of Google Analytics and analyzing web and social media metrics is preferred.
- Working knowledge of Salesforce is preferred.
- Working knowledge of French and English is preferred.



## **COMPENSATION AND BENEFITS**

- Modest salary to start with performance-based incentives after six-month probationary period
- Health insurance (details to be determined)
- Computer for professional use
- Eligibility for LN retirement savings and contribution plan after one year
- Home office supply stipend
- Professional development stipend

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## **CONVERSION FRANCHISE**

LN operates a conversion franchise network of primarily church-based health centers and hospitals throughout Burundi, Uganda, and the DRC. Our franchise bundles innovative nurse training, management training, pharmaceutical supply, and growth financing in one package for our partners. In return, LN combines a small franchise fee, margin on medicines, and loan interest to improve long-term financial viability of our local operations.

Based on findings from our pilot in Burundi, LN focused our partnerships on church-based health facilities as a means to effect systemic and sustainable impact in the health sector. Churches operate health facilities as social enterprises that balance a primary mission of compassion with the need for financial self-sustainability. Additionally, many churches operate networks of health centers and hospitals with strong in-place management teams that make them ideal for LN partnerships.

## **APPLY**

Send a cover letter, resume, and contact information for two references to [recruiting@LNinternational.org](mailto:recruiting@LNinternational.org), with "Communications Officer" in the subject line.

Legal Background: In the United States, LN is both an equal opportunity employer and a faith-based religious organization. This means that we conduct hiring without regard to race color ancestry national origin citizenship age sex marital status parental status membership in any labor organization political ideology or disability of an otherwise qualified individual. The status of LifeNet International as an equal opportunity employer does not prevent the organization from hiring staff based on their religious beliefs so that all staff share the same religious commitment. s

Pursuant to the Civil Rights Act of 1964 Section 702 (42 U.S.C. 2000e 1(a) LN has the right to and does hire only candidates who agree with LN's Statement of Faith.