



Come serve as the first Director of Communications at the Luminos Fund, a new and fast-growing international non-profit bringing education opportunities to the world's most vulnerable children.

Job Description: Director of Communications

Luminos is looking for a visionary and collaborative communications leader who can deliver outsized results for a rapidly growing international non-profit organization. The Director of Communications will set and execute the communication strategy at Luminos across traditional media, social media, email, web, and events. The Director will work closely with the CEO and the senior leadership to ensure an elegant, moving, and impactful communications presence across platforms and key issues.

In addition to more traditional communications functions, the Director will lead in-country storytelling trips to collect and tell human-centered stories about Luminos' work for fundraising, awareness-raising, and advocacy purposes.

This position will be based out of the Luminos office in Boston, MA and will report to the CEO. It will involve a certain amount of international travel to challenging contexts in the developing world.

Luminos Fund

The [Luminos Fund](#) believes that no child should be denied the chance to learn. Launched in 2016, Luminos was founded to scale up the Second Chance program, an accelerated learning program that enables children who have been kept out of school by conflict or poverty to get up to grade level and back to learning. We currently operate programs in Ethiopia, Liberia, and Lebanon, where we work with Syrian refugees. To date, we have helped over 120,000 children secure a second chance to learn.

Luminos was launched with a strategic commitment from the Legatum Foundation in 2016. Since then, a series of premier philanthropic organizations have joined our cause, including UBS Optimus Foundation, Cartier Philanthropies, and Christie's Inc. Luminos has been recognized for its achievements globally, receiving the WISE Award in 2017 and the HundrED Education Innovation Award in 2017 and 2018.

Duties and Tasks

A. Communications Strategy

1. Set and manage Luminos' overall communication strategy, working with CEO to refine core messages.
2. Select mix of investments across different communications channels and manage a modest budget for outsized impact.

B. Web Communications and Social Media

1. Lead Luminos' presence and participation on social media, with an emphasis on strategic audience engagement and growth, as well as brand building. Establish reporting metrics and targets and deliver monthly progress reports.
2. Conceptualize and execute 1-2 annual online individual giving campaigns, especially around the Back to School narrative.



3. Manage website including writing and copy editing, and sourcing, editing, and publishing team blogs.
4. Produce quarterly e-newsletter and online news content.
5. Manage contacts database.
6. Manage external vendor relationships related to digital communications.

C. Branded Materials

1. Manage production of all electronic and print outreach materials (including annual reports, marketing collateral, promotional merchandise, stationery, and event materials).
2. Oversee photography and video assets, and coordinate vendors as needed.
3. Lead graphic design needs and manage external graphic design vendors.

D. Event Planning and Funder Field Visits

1. Work with Luminos leadership to concept events adjacent to major global conferences and at program sites.
2. Design, budget, and execute 3-4 significant events per year.
3. When required, plan and host visits to Luminos programs in the developing world with current and prospective supporters, both institutional funders and high net worth individuals.

E. Press and Public Speaking

1. Create annual plan and objectives for publications, press outreach and public speaking events. Cultivate a short list of press contacts at key industry publications and pursue earned media opportunistically.
2. Map annual conference calendar and identify and secure opportunities for senior leadership to speak. As required, work with senior leadership to prep their remarks and presentations.
3. Build and nurture network with funders' communications staffs to ensure dissemination of Luminos stories across key constituencies.

F. Proposal and Presentation Development

1. When required, support Luminos team in drafting funding proposals, working on key messaging, graphics, copy editing, etc., as required.
2. Support CEO in development of presentations to the board of directors.



Required Experience:

- 5-7 years of experience leading communications functions in an agency or organizational setting, including at least two years of digital communications experience.
- Fluent in social media norms, standards, and metrics. Luminos presence currently includes Twitter, Facebook, and Instagram.
- Exceptional writing and editing skills.
- Familiarity with WordPress and HTML.
- Event planning and management experience, ideally in international settings, or general readiness to roll up sleeves and own the success of events.
- Experience with Salesforce or similar CRM platform.
- Basic design skills, including Photoshop and InDesign.
- Experience cultivating and managing a network of design, video, and photography vendors.
- Experience working in a non-profit organization is not required, but commitment to master the technical details of international education is.

Preferred Experience

- International work experience.
- Advanced DSLR photography experience, either personal or professional.
- Experience working with members of the media.
- Experience managing media campaigns (especially social or viral).

Core Attributes

- Impeccable integrity and can-do attitude.
- Natural curiosity and hunger for continuous learning.
- Innate sense of responsibility for delivery of quality work, even in adverse circumstance.
- Self-motivated, with the ability to work independently in challenging international contexts, as required.
- Belief that success lies in the details.
- Natural affinity for technology.
- Readiness to problem solve creatively on a myriad of fronts, often outside regular business hours.
- Passion for amplifying global voices and advancing narratives with leaders from the Global South as the protagonists of social change.

To apply for this position, please write to careers@luminosfund.org with a brief cover letter and your CV.