



MAIA

We are MAIA, an organization designed and led by Indigenous women for Indigenous girls. We maximize the transformative power of women to create a society with equity and opportunity.

We are hiring a:

Content Specialist

Job Overview: Support MAIA's Communication and Fundraising team in creating content to increase organizational positioning and fundraising.

Key responsibilities:

- Create and write appealing content for different audiences and platforms guided by the marketing strategy:
 - Social media
 - Blogs
 - Email marketing
 - Fundraising and positioning campaigns
 - Other materials as required
- Use persuasive writing and storytelling that includes brand voice and tone.
- Create and write appealing content for our recurring giving program, Alianza.
- Writing for SEO performance, including conducting keyword research and optimizing copy for search engines (SEO).
- Write speeches and public statements.
- Write impact reports that are included in grant reporting.
- Analyze and adapt institutional data to include in impact and annual reports.
- In coordination with the Fundraising Assistant, create and write appealing content for annual and impact reports.
- Stay informed about copywriting trends and best practices, suggesting innovative writing approaches to enhance user engagement.
- Translate content from Spanish to English and vice versa.
- Edit and proofread existing content for clarity, accuracy, and consistency.
- Visit the MAIA Impact School as required, especially for meetings and staff activities, and participate in activities related to donors, such as visits to the MAIA Impact School.



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Professional Qualifications:

- Degree in Journalism or Communication (preferred).
- Advanced English and Spanish.
- 3+ years of experience in copywriting and storytelling.
- Basic design skills (Canva proficiency).
- Familiarity with AI writing with strong critical thinking skills.
- Strong time management and ability to handle multiple projects simultaneously.
- Experience in working with NGOs or humanitarian organizations (preferred).
- Creative and innovative thinker with a passion for fresh ideas.
- A keen eye for detail and a commitment to delivering high-quality work.
- Strong communication and interpersonal skills.
- Adaptable and flexible, thriving in dynamic environments.
- Strong problem-solving and effective decision-making skills.
- Ability to work in a team and foster collaboration.

We offer:

- Job stability
- Competitive salary and benefits
- Training and professional development
- Supportive and inclusive work culture

Interested individuals with the required profile should fill out the Google Form at the following [link](#).

The deadline to apply is Monday, February 17, 2025, until 2:00 PM (Guatemala time).