About the Organization
The Unicode Consortium is the non-profit open source, open standards body that provides the foundation for everyone to communicate in their own languages — across all platforms and on billions of devices. It is arguably the most widely used software in the world.

Unicode provides a unique number for every character, no matter what the platform, program, or language is — and its broad impact is only possible because of the support of our members and an extensive community of dedicated, passionate volunteers who have worked over 30 years to encode all of the world’s scripts and languages and the ever-popular emoji.

Beyond character encoding, Unicode is also the de facto standards and coding package for internationalization, providing the framework that allows currency, time, date, person names, and much more to appear in the format relevant and accurate for the languages of the world — in ways that a native speaker would expect their language to behave. Once organizations implement the Unicode Standards, the expansion into new international and local markets can more easily become a reality.

The organization is now looking to fill several key roles.

About this Position
The Social Media and Marketing Coordinator will be responsible for implementing the Unicode Consortium, Inc.’s social media presence and marketing strategy, including content development, in support of the organization’s mission.

This is a part-time, hourly position of up to 30 hours per month, with flexibility to work remotely. On a weekly basis, there are roughly 1-2 hours of set meetings. Most other work can be done asynchronously.

While the organization is more than 30 years old, in many ways we still operate like a start-up. Each team member wears multiple hats and daily activities can range from the most tactical to strategic.

This position has no direct reports, but requires engagement with volunteers, contributors, and contractors. This position reports to the CEO.

Responsibilities
Marketing and Communications, Social Media and Web Presence
Build awareness and tell the story of Unicode and its impact
- Work with CEO and other team members on the definition and execution of member engagement activities, including: newsletters, blogs, etc.
- Maintain organizational social media accounts and websites
- Produce blogs, newsletters, mailings, and other content
- Support strategy to stimulate member engagement to support technical contributions and overall member recruitment and retention
- Identify new channels to amplify the Unicode story
- Ramp up promotion strategy for Adopt-a-Character program, capture the zeitgeist and mobilize quickly to seize opportunities
- Build messaging – write blurbs/blogs/other documents to promote activities
- Work with Technical Contributors, relevant media, and others to follow up on article ideas, including business use cases
- Develop collateral on Unicode Technical Groups and projects

**Qualifications**
- Excellent written and verbal communications
- Demonstrated experience and success in social media and marketing projects
- Comfortable working in a dynamic, distributed environment with an extended volunteer community and ecosystem
- Superb organizational skills with a keen attention to detail
- Open to learning and using new tools to further professionalize the organization and streamline ops
- Solve-to-yes mindset
- Balance of operating independently and interdependently — and understanding when one is required over the other
- Creative, outcome-oriented approach
- Ability to research options and make clear recommendations for tools, processes, investments, etc.
- Passion, humility, humor, integrity, positive attitude, mission-driven
- Bachelor’s degree preferred, or equivalent combination of education, training, and experience

**Tools — Familiarity desired, but not required**
- Google Workspace
- WordPress, HTML
- Google for Nonprofits, AdWords, X (Twitter), LinkedIn, Facebook, YouTube, Instagram
- Canva, Chat GPT
- Other tools

Part-time, hourly position with pay of $32-$40/hour based on experience. Up to 30 hours per month.

**Interested? Please email a letter of interest and resume to: candidates@unicode.org. Include position title in the “Subject” line. Resumes with a letter of interest demonstrating direct experience will receive priority consideration.**