



## Communications Specialist

Location: New York, NY  
Some international travel

### **We believe in a world in which every human life is valued, and health and human dignity are shared by all.**

We believe that access to quality healthcare is a basic human right. For more than 100 years, we have worked with global partners to deliver locally sustainable, quality healthcare solutions to women, children and their communities. We're ready to make it 100 more.

### **We believe change starts with her.**

We work tirelessly for women's and children's health because they are disproportionately affected by illness and poverty. We know that healthy, educated, and empowered women are better able to raise healthy, educated, and confident children, and that communities depend on their livelihoods. We're making an impact – [learn more](#).

### **We believe in people.**

We strive to live out our core values of **collaboration**, **love**, **excellence** and **respect** every day. We provide our employees with a competitive salary and a meaningful benefits package, with opportunities to learn and grow. We especially encourage all persons of diverse backgrounds to apply. *Read more from our President & CEO below.*

### **Overview**

As our Communications Specialist, you will bring our work to life by developing dynamic and compelling human stories through strong copywriting that moves people to engage more deeply in our mission. You will work the entire storytelling spectrum, from gathering stories in the field to packaging them for a variety of strategic purposes. Steeped in our brand strategy and voice guidelines and familiar with digital/social media, web editing and AP/Chicago style guides, you will experiment with new, fresh approaches and can deliver character-driven, emotionally engaging content, press releases or tweets for different audiences. You can do long-form and short-form content, interviewing, researching, editing and writing, and can take rough, sometimes technical, content and translate it into polished, professional stories and communications collateral. You see writing as a collaborative process and are comfortable taking feedback constructively, have strong judgment and team skills and can make decisions quickly when needed.

### **Responsibilities**

- Develop content for integrated fundraising/marketing campaigns and communications channels
- Write both short-form and long-form pieces for press releases, website, reports, newsletters and social media
- Deepen understanding of our work with various audiences, translating our strategy and programs into powerful copy and stories that drive desired action
- Act as an "in-house reporter" and develop compelling stories about beneficiaries, programs, staff and global health and development issues
- Identify opportunities to gather content to support our content strategy, including planning international and local trips in close collaboration with other teams and country offices
- Travel to Haiti, Kenya, Peru, South Sudan or Zambia to gather stories that bring our brand to life and accomplish marketing and communications goals
- Be a primary writer/editor for our website, keeping it current, relevant and engaging to support our key performance indicators, which includes increasing email subscribers, boosting online engagement and recruiting new donors



- Manage our story and image “asset bank” to ensure that everything is properly tagged, archived and shared
- Support preparation of talking points, key messages and editorial pieces for industry events and conferences
- Manage and maintain the content calendar in close collaboration with the team
- Optimize and edit pictures and videos through Adobe CS or other software
- Live out our mission and keep a good sense of humour

### Qualifications

- Professional writing and editing experience, preferably with an international non-profit, 5+ years required.
- Bachelor’s degree in English, journalism, communications, PR or a similar field required.
- Mastery of AP/Chicago style guides required.
- Knowledgeable and passionate about global health and international development.
- Graphic design experience preferred, especially with page layout, style, and imagery.
- Image and photo bank management experience preferred.
- Photo and video editing experience preferred.
- Strong project management skills and attention to detail, especially in proofing copy.
- Expertise writing and producing multimedia content for a range of target audiences; writing samples required.
- Highly proficient with blogs, WordPress, and Photoshop, and other content-production software.
- You understand storytelling and marketing copywriting trends across various media.
- You understand how storytelling can drive business results, and know how to measure that success.
- You’re relentlessly strategic, and translate these skills into flawless operational plans, ensuring we have a competitive edge and take advantage of best practices.
- A collaborative team-player who enjoys working within a group of highly-motivated individuals in a high-performance environment.

You believe in CMMB, where we’re going, and what we can do together to achieve **Healthier Lives Worldwide**.

### How to apply

Visit our [Careers page](#) for more information, and apply by [emailing us](#) a cover letter, your resume, and two writing samples.

### *A message from Bruce Wilkinson, President and CEO of CMMB – Healthier Lives Worldwide*

As president of CMMB, I would like to thank you for your interest in joining with us on our journey to bring healthier lives to women, children and their families worldwide. CMMB has embarked on our second century of service to the most marginalized. Our vision of a world in which every human life is valued, and health and human dignity are shared by all is at the core of who we are. We are always looking to join hands with experienced professionals who want to add their energy to our work, and are so pleased you are considering CMMB as your potential employer.

The position of Communications Specialist is critical to our mission and vision. I welcome your interest in joining a diverse, talented, professional and motivated team.

Cheers,  
Bruce