



Senior Specialist, Communications

Location: New York, NY

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

The Senior Specialist will serve as a key member of the Communications Team. S/he will support implementation of the communication strategy to achieve CMMB's strategic goals.

This position will be responsible for supporting the development of fundraising and other donor's communications to support overall organizational needs, including fundraising emails, weekly reflections, direct mail, telemarketing, ads, special donor acknowledgement communications, and others as needed. The Senior Specialist is also responsible to support the development of some cultivation communications including postcards and special touches to donors, as well as the annual report. S/he will coordinate the development of editorial content and support video content to meet CMMB global needs.

The position requires strategic thinking, innovative ideas, exceptional writing and editing skills, and the ability to convey complex ideas clearly using consistent messaging and storytelling tactics.

The Senior Specialist will be responsible for supporting the development of key messages and brand strategy, and play a key role in ensuring their consistent use throughout the organization. In addition, the Senior Specialist is responsible for day-to-day communications support, including the continuous improvement, evolution and maintenance of CMMB's website. S/he will be responsible for CMMB's brand, including developing global collateral materials, and promotional and written materials, supporting CMMB's presence at conferences, meetings, and events. S/he will be responsible for producing US-based brand merchandising and support CMMB advertisement efforts to increase CMMB brand awareness.

Responsibilities

Strategy

- Participate in the development and implementation of communications strategy and the annual communications plan to achieve CMMB's strategic goals.



Donor communications and publications

- Write, research, and support the development of fundraising campaigns, including emails, direct mail, telemarketing scripts, website landing pages, and other communication materials as required
- Write and edit donor's communications to support overall organizational needs including weekly reflections, cultivation materials, special donor acknowledgement communications, postcards and special touch materials to donors.
- Support the development of the annual report with research, fact gathering and writing.

Video and editorial content

- Pitch ideas, screen content, write scripts, create GIFs, and edit video, to support the development of audio visual content.
- Coordinate and research opportunities for author and co-authorship of white papers, book chapters, op/ eds and others as relevant.

Website and SEO

- Manage the relationship with website development agency and manage the projects required to improve and maintain the website.
- Create original online content and maintain the content, look and feel of website relevant.
- Research trends and best practices in website design, development and performance.
- Serve as point person for SEO optimization.
- Define the donor experience and coordinate the implementation of fundraising campaigns across the site.

Brand and advertisement

- Support the development and implantation of CMMB's brand strategy, ensuring consistency use throughout the organization.
- Support development of global collateral materials, and promotional and written materials, supporting CMMB's presence at conferences, meetings, and events.
- Support development and delivery of US-based brand merchandising.
- Support the development and implementation of CMMB advertisement plan to increase CMMB brand awareness.

Qualifications

- Bachelor's Degree in English, Journalism, Columniations, PR or similar field. Master's degree preferred
- 5-7 years of professional writing, editing, website design and management experience.
- Familiarity with the field of GlobalHealth and international development
- Track record of writing and producing multimedia content, including some graphic design for a range of target audiences and can provide writing samples
- Strong project management skills and attention to detail
- Practical knowledge and hands on experience with blogs, WordPress, and Photoshop, and understand storytelling and marketing copywriting trends across various forms of media.
- Use of storytelling to drive business results, and ability to measure success.
- Relentlessly strategic, and have the ability to translate these skills into flawless operational plans, ensuring we have a competitive advantage and take advantage of best practices. Strong management, interpersonal, organizational and communication skills



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 [click here to apply](#).

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

Cheers,
Bruce