



Director, Communications

Location: New York, NY
25-30% 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

The Director of Communication will serve as a key member of the Communications Team. S/he will lead the formulation and implementation of the communication strategy to support the achievement of CMMB's strategic goals.

This position will be responsible for managing, developing, distribution and maintaining of fundraising and other donors' communications to support overall organizational needs, including fundraising emails, weekly reflections, direct mail, telemarketing, ads, special donor acknowledgement communications, and other communication materials as needed. The Director of Communications is also responsible for some cultivation communications including postcards, and other special touches to donors, as well as the annual report. S/he will be responsible for creating editorial content and producing video content to support CMMB global needs.

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

The Director of Communications will be responsible for developing key messages and brand strategy and will play a leadership role in ensuring their consistent use throughout the organization. In addition, s/he is responsible for day-to-day communications support, 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 CMMB advertisement efforts to increase CMMB brand awareness.

Responsibilities

Strategy

- Lead the development and implementation of the communications strategy and the annual communications plan to achieve CMMB's strategic goals.
- Work closely with the Strategy, Marketing and Communications team, coordinating these efforts.

Donor communications and publications



- Strategize and create compelling campaigns with emotive and motivating stories and materials to strengthen CMMB's fundraising efforts across all channels to reach new audiences, increase the number of supporters, and build loyalty. Work with the fundraisers to coordinate the implementations of campaigns and content across channels and segments.
- Develop fundraising communications, fundraising emails and weekly reflections. Provide direction and review the content of fundraising direct mail campaigns, telemarketing scripts, and ad copy. Work with fundraisers, agencies, vendors, and designers to execute campaigns.
- Develop special donor acknowledgment communications to cultivate supporters, like lapsed postcards, circle communications and others as required. Support the major donors team to develop special donor acknowledgement communications.
- Collaborate with the other members of the communications team to design and implement organization-wide expectations and procedures for gathering stories, photos, and other content required to support communications efforts.
- Develop a compelling annual report that tells the story of the organization and its programs and reflects the brand, voice and global impact.

Video and editorial content

- Identify global needs, develop direction and oversee team members working on the production of videos.
- Envision and execute new types of creative content to bring CMMB's work and history to life through video and print.
- Provide leadership to the team on pitching ideas, screening content, writing scripts, create GIFs, and producing and delivering videos to support the development of audiovisual content, as required.
- Provide leadership to the team, coordinating and researching opportunities for author and co-authorship of white papers, book chapters, op/eds and others as relevant.

Website and SEO

- Provide leadership and strategic directions to the evolution and development of the website.
- Create original content and oversee the development of the content and the implementation of projects that improve and evolve the look and feel website relevant.
- Lead the evolution and optimization of CMMB's SEO practices, train communications staff members on content direction and SEO guidelines to keep improving CMMB's SEO performance.
- Provide direction on the definition of the donor experience and the implementation of fundraising campaigns across the site.

Brand

- Lead the development and implementation of CMMB's brand strategy, ensuring consistency use throughout the organization. Ensure consistency of messaging and brand for internal and external audiences, aligned with the editorial calendar and tone of voice, across all platforms.
- Oversee the development of global collateral materials, and promotional and written materials, supporting CMMB's presence at conferences, meetings, and events.
- Oversee the development and delivery of US-based and volunteer brand merchandising.
- Lead the development and implementation of CMMB advertisement plan to increase CMMB brand awareness.

Management

- Responsible for the recruitment, development, engagement and retention of talent in the communications team



- Directly supervise the Senior Specialist, Communications, interns, volunteers assigned in the Communications team
- Provide direction, performance goals and regular feedback for Manage the staff members and interns on the team.
- Effectively communicate organizational priorities, strategic direction and results with direct reports for continued commitment and active engagement
- Directly manage the recruitment and performance of communication consultants and individual contractors
- Develop and manage communications budget to support communications plan.
- Everything else that it takes to live out our mission and keep a good sense of humor

Qualifications

- Master's Degree in English, Journalism, Communications, PR or similar field.
- 10 years of well-rounded professional experience in communications, professional writing, editing, website design and management experience. Preferably with international non-profit organization
- Minimum of 3 years of progressive leadership and management experience required.
- Strong project management, interpersonal, organizational and communication skills
- Highly collaborative style; experience developing and implementing communications strategies
- Practical knowledge and hands on experience with blogs, WordPress, and Photoshop, and understand storytelling and marketing copywriting trends across various forms of media.
- Strategic skills and the ability to translate these skills into flawless operational plans, ensuring we have a competitive advantage and take advantage of best practices.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Ability to travel locally and internationally.
- Must be comfortable working for a faith-based organization.
- Valid work authorization to work in the United States

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

Cheers,
Bruce