



Senior Vice President, Marketing and 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.*

Department Summary

The Marketing, Communication & Brand Management Department is responsible for implementing and evaluating the success of CMMB's marketing, communications (external and internal) and brand efforts nationally and in each geographic location to ensure that CMMB is recognized nationally and internationally to generate and optimize revenue and develop and market programs that achieve the CMMB vision and strategic plan.

Overview

The Senior Vice President of Marketing & Communications supports the President and CEO in accomplishing the Mission, strategies and execution plans of CMMB and is a key member of the Executive Team providing leadership for the organization in all areas of marketing, communications and brand management.

Primary responsibility includes the leadership of the marketing, communication and brand department to generate and optimize revenue streams from donors by increasing the awareness, commitment and engagement of donors, grantees, employees and volunteers.

This position will help shape CMMB's direction and will lead CMMB's efforts to develop and strengthen the brand's position as the leader in its market segment by evolving and implementing the brand plan aligned to the mission and purpose of CMMB, and integrated with the development, implementation and evaluation of CMMB's direct mail and digital marketing and communication strategies. The innovative communication strategy will influence and engage donors and potential donors and increase awareness of and commitment to CMMB both externally and internally.

Reporting to the CEO and serving on the executive leadership team, the Senior Vice President, Marketing & Communications will lead, mentor and support the work of vertical and cross functional team members and work closely



with programs, volunteers, partnerships and country office teams. This role is expected to lead both strategically and be willing to engage significantly in operational activities.

Responsibilities

Marketing

- Lead the development, ongoing management, and evaluation of marketing initiatives and plan to position CMMB as the leader in its market segment, including:
 - Traditional and online donor engagement, sponsorships, direct and database marketing, digital/social/internet branding, product positioning and marketing, collateral/support materials, web site development and communications, and all forms of marketing presentations.
 - Market and customer research, customer relationship management (CRM), competitive strategy, resource mobilization strategy, marketing communications, public relations and distribution strategies.
 - Data mining: key consumer and competitive insights that will guide our marketing strategies.
- Drive lead generation with the implementation of effective in-bound and out-bound marketing processes including core CRM system.
- Recognize new market opportunities and influence product development priorities.
- Manage media strategy and direct media partners in the development, implementation, evaluation, and optimization of those strategies against target objectives.

Communications

- Create and lead a cutting-edge communications strategy, including the development and implementation of a comprehensive communications plan, to influence donors and potential donors (individual, foundations, organizations and government agencies) including fostering awareness, understanding and belief in our work in each of our areas of focus:
 - Creation, management and evaluation of a superior media strategy.
 - Creation of digital media products to advance our work.
 - Overseeing the redesign, management and evaluation of CMMBs website.

Brand

- Lead the development, launch, ongoing management, and evaluation of our burgeoning brand strategies and plan that enables our internal and external constituents to connect to the values, vision and mission of CMMB.
- Create measurable brand visibility and equity through development and ongoing content strategy and management of our website, materials, videos, events and collateral.
- Train and develop all CMMB staff, volunteers, and board members in consistent and accurate use of brand and key messages.

General

- Manage resource requirements (expenditure, human resource planning, etc.) necessary to deliver against the objectives.
- Lead and manage employees in the department, ensuring clear goals are established to ensure accountability for required results. Ensure individuals' performance and development needs are met and



employees are high performing and engaged. Produce systematic performance indicator reporting to inform management as to progress, roadblocks, and other relevant performance details.

- **Note:** These essential functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related duties as required.

Qualifications & Required Competencies and Skills

- Exceptional knowledge and skills in all aspects of marketing, communication and brand management, including:
 - Demonstrated record of success in developing, implementing, evaluating and iterating strategies and solutions.
 - Thorough knowledge of marketing principles, brand, product and service management.
 - Solid experience in the use of market research and its applicability in developing brand / product strategies.
 - Strong competency in media relations and familiarity with digital media preferred.
- Deep passion for access to healthcare and social change.
- Outstanding verbal and written communication skills in English (additional proficiency in Spanish and French are highly desired).

Essential leadership characteristics and competencies:

- Exceptional strategic thinking skills and the ability to translate these skills into flawless operational plans, ensuring CMMB with a competitive advantage and best practices.
- Exceptional ability to manage and lead change, and to present ideas that motivate staff to strive for increased achievement of CMMB Mission, Vision and Strategic goals and objectives.
- Exceptional demonstrated interest and ability to lead and inspire individuals and teams and coach and develop staff.
- An outstanding record that reflects respect for ethics and fiscal stewardship.
- Established track record of good business judgment and financial acumen.
- Exceptional ability to gain the trust of others and foster collaborative and impactful relationships with a diverse group of internal and external stakeholders.
- Demonstrated ability to model teamwork behaviors and team building skills.
- Exceptional problem-solving ability – both systematic and data driven analysis.
- Exceptional ability to be creative and intuitive with a flair for thinking outside of-the-box.
- Exceptional ability to be nimble, flexible and responsive.
- Knowledge and awareness of global healthcare challenges, current issues and sources of technical support and partnerships for greater impact.

Required experience and demonstrated results:

- 15+ years well rounded professional experience in marketing, communications, brand management and business development in the private sector, with experience and knowledge of working with NGOs or philanthropic sectors and/or experience working in developing countries highly desired.
- Minimum of 5 years of progressive leadership and executive management experience required.



- Demonstrated experience working on complex marketing initiatives with internal resources and external agencies.
- Ability to travel locally and internationally.
- Must be comfortable working for a faith-based organization.
- Valid work authorization to work in the United States

Education and/or certification:

- Bachelor's degree required. Master's degree or commensurate experience highly preferred.

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 Vice President of Marketing and Communications is critical to our mission and vision. I welcome your interest in joining our diverse, talented, professional and motivated team.

Cheers,
Bruce