



## Senior Specialist, Communications

Location: New York, NY (*Temporarily Hybrid*)

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 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 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 benefits package, with meaningful work and opportunities to learn and grow. We especially encourage all persons of diverse backgrounds to apply.

### 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 donors' 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. 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

- Work with the communications department on supporting the implementation of the communications strategy and the annual communications plan to achieve CMMB's strategic goals.



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

#### Field Communications

- Work with country office staff and others in the field to collect, capture and document program stories and the needs and experiences of staff and beneficiaries, including the collection of photos and video.
- Identify and interview sources for content consistent with our programmatic functions, mission, and vision.
- Represent the information in an aesthetic and engaging format that can be shared with public, media, project stakeholders, partners, and donors. Keeping a record of content produced.
- Provide technical guideline and support to field-based communications staff to ensure highest quality of field communications and continuous improvement.
- Organize and maintain storage of photos and stories appropriately in CMMB digital asset database.
- Travel to project sites to work with program staff on communications, as needed.
- Work with CMMB volunteers (and internal teams) to source stories from the field and write across multiple channels.

#### 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, research, and support the development of quarterly impact reports, the Annual Report, country reports and other collateral materials as required
- Write and edit donors' communications to support overall organizational needs including, special donor acknowledgement communications, postcards, and special touch materials to donors.
- Take part in the distribution of publications materials through the different channels and audiences and maintain physical and electronic archives for all previously published publication materials.
- Provide support on your utilizing websites/blog and social media to increase levels of engagement with the organization, grow its base of supporters, and provide public education about CMMB's mission.

#### Outreach

- Work with PR consultants to identify relevant subject matter and produce Op-ed and press releases for publication.
- Manage freelance writers to cultivate articles for publication in targeted channels (external publications, blogs, etc.).
- Build and cultivate relationships with editors and journalists, manage database of targeted writers and publications
- Identify conferences and schedule appearances of various CMMB staff.
- Manage the current CMMB college clubs and grow the base of colleges and university participation.
- Help develop volunteer program communications opportunities, leveraging the strong relationship CMMB has with our volunteer base (active and past), and increase their visibility at conferences, meetings, and events.

#### 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.

#### Social Media and Internal Communications

- Coordinate, write, and submit content for approval for CMMB's LinkedIn, Twitter (CEO's handle) and YouTube accounts, logging and recording placements on the communications calendar
- Support the Sr. Director on managing internal communications for CMMB staff. Produce staff, volunteers and interns' spotlights and other internal communications outputs as required
- Take active part in communication and coordinating events

#### Oversight

- Manage all rating agency updates (including Charity Navigator, GuideStar and others) to ensure all information is accurate, up to date, and in line with producing top ratings.
- Supervise New York office communications interns and provide guidance on implementing projects and priorities.
- 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 and Requirements

- Bachelor's Degree in English, Journalism, Communication, PR or similar field. Master's degree preferred.
- 3-5 years of professional content gathering, writing, and editing. Preferably with international non-profit organization
- 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
- Valid work authorization to work in the United States
- Must be vaccinated against COVID-19

#### How to apply

Visit our [careers page](#) for more information and [click here](#) to apply.