

### Department Overview

Our Communications team, a part of CMMB's Development department, is committed to promoting our brand and supporting agency marketing and communications efforts, aligned with organizational objectives. This includes strategic brand messaging, marketing, management, and data-driven evaluation efforts to champion our mission and showcase our impact to both internal and external audiences. Together, we leverage multi-channel promotional strategies and create integrated campaigns that tell the CMMB story, intended to drive engagement and fundraising, with the long-term goal of building true brand champions. The team also develops, manages, analyzes, and reports on advertising, content gathering and creation, digital communications, media relations, social media, and thought leadership communications.

### Job Summary

You, as our new Communications Senior Specialist, will play an integral, leading, and strategic team role, serving as lead project planner, operations manager, and data analyst, bringing a significant creative voice and collaborative spirit to all you do—ultimately ensuring our team's effectiveness and efficiency. You are an expert manager of projects, platforms, and processes. You will manage content gathering, creation, leveraging, analysis, and reporting. You'll be a key team player in creating and leveraging team ambitions, strengthening team strategy, contributing to creative efforts, leveraging key content, developing and maintaining vendor relationships, and supporting content management. You are super media savvy—traditional and social. You have graphic design expertise. And you thrive on developing and cultivating vendor relationships. You love diving into the analytics, reporting out on key learnings, and guiding future strategies. You will also have the opportunity, commensurate with your skills, to create compelling content for various channels, especially in support of brand efforts in the organization's digital channels, internal and external, as well as other projects, as assigned.

Ultimately, you possess the best of various skillsets—encompassing the creative and the analytical. You're an original thinker, comfortable taking the lead and guiding others, plus highly collaborative, meticulously organized, data driven, media savvy, and attentive to detail. You're a multi-tasker, committed to delivering on deadline. You're a team player, a good listener and communicator. Importantly, you share our passion for CMMB's mission: Healthier Lives Worldwide

### Key Responsibilities

#### *Analytics*

- Provide conceptual analysis, with guidance, as well as monitor and measure team metrics through various software analytic systems—e.g., media/Meltwater; social media/Buffer; web/Google Analytics, Google Data Studio, to share with the team.
- Present regular dashboards on team metrics; provide analysis and recommend meaningful, actionable guidance, with input from team, to assess the effectiveness of team strategies.
- Run and present regular reports through customer relationship management system (CRM)/Salesforce on donations, as needed; coordinate closely with the Donor Services team.
- Create and track UTM codes, where needed.
- Lead peer benchmarking, analysis, plus networking, including identifying opportunities for possible cross-agency collaboration.

### *Content Creation*

- Provide fact-checked and sourced research relevant to project/product assessment/development.
- Help strategize, write, and manage content updates to the website, in coordination with the Communications and Digital Marketing teams.
- Help strategize, write, and distribute internal communications content, as needed.
- Manage charity ratings, coordinating with other departments to complete and submit annual submission forms.
- Champion key brand/marketing tools, like power statements, equivalencies, and agency validators
- Contribute to other writing assignments, as needed.

### *Operations*

- Lead development and management of department calendar, as well as team calendar(s), including recommending best practices.
- Lead uploading, organizing, and managing of all content, with team support, such as stories, photos, videos, graphics, and digital assets into digital asset management systems, such as FileCamp and Canva.
- Organize, update, and manage team's knowledge management system, including templates, toolkits, presentations, and other documents.
- Support management of media database (Meltwater); research and add media contacts to target lists in media database.
- Create and update an operations toolkit for the team, with possible assistance from interns.
- Manage tracking of requests for brand collateral materials, such as T-shirts, notebooks, stationery, and business cards, and place orders, in collaboration with team.
- Research and provide guidance on new software or database systems, as needed.
- Lead relationships/contracts with vendors and subscriptions with media outlets.
- Track team/department budget; submit and process all invoices; and reconcile credit card statements.
- Draft and distribute meeting agendas; circulate follow-up notes and next steps, in coordination with team.
- Assist with onboarding volunteers and interns.
- Lead ideation, recommendation, budgeting, and scheduling of learning opportunities.
- Other job-related duties, as assigned by manager.

### *Project Management*

- Contribute to strategy, development, and tracking project schedules and work plans for content, campaigns, and initiatives – in coordination with team and other departments.
- Organize and monitor all content, campaigns, and initiatives to ensure projects are completed on time and within budget. Provide timely and strategic input in support of project/product framework/execution as well as regular project updates to the team and other departments, along with guidance/recommendations.
- Manage and liaise with vendors, such as printing, mailing service, and branded merchandise companies.

## **Qualifications & Requirements**

### Education and Experience

- Bachelor's degree in Communications, Digital Media, English, Journalism, Marketing, or related field.
- 3 - 5+ years' experience working in operations, communications, and analytics, preferably for a nonprofit organization.
- Must be authorized to work in the United States.

## Senior Specialist, Communication

### Skills and Knowledge

- Meticulous organization skills
- Excellent written and oral communications skills.
- Strong project management skills
- Ability to track and run multiple projects.
- Team player
- Ability to work independently and multi-task on deadline.
- Proficient in (among others mentioned above): Microsoft Office Suite, Canva; web-based and analytic software (e.g., WordPress; Google Analytics; Google Data Studio; Buffer; Meltwater); media database systems (e.g., Meltwater); data asset management systems (e.g., Filecamp); and customer response management systems (e.g., Salesforce), a plus.
- Basic understanding of HTML, a plus.

### Behavioral Competencies:

- Demonstrate CMMB's core values in action:
  - **Collaboration:** To work in partnership for locally sustainable solutions.
  - **Love:** To embrace and be compassionate towards all people.
  - **Excellence:** To deliver sustainable, quality, and impactful results.
  - **Accountability:** To hold ourselves and each other to high ethical standards and practices that maintain the good name of CMMB around the world
  - **Respect:** To act always with integrity, and to value and honor the dignity of all.
- Must be comfortable working for a faith-based organization.
- Must be vaccinated against COVID-19.

### **CMMB is committed to fair and equitable compensation practices.**

The pay for this role starts at \$70,000. Actual compensation packages are based on several factors that are unique to each candidate, including but not limited to skill set, depth of experience, certifications, and specific work location. This may be different in other locations due to differences in the cost of labor.

### **EEO Statement:**

*At CMMB, we embrace diversity and demonstrate compassion towards all people—it is one of our core values. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. CMMB is proud to be an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. CMMB strictly prohibits and does not tolerate discrimination against employees, applicants, or any other covered persons because of race, creed or religion, color, national origin, disability, predisposing genetic characteristics, marital status, sex, gender, gender identity, gender expression, pregnancy, age, sexual orientation, military or veteran status, citizenship, status as a victim of domestic violence, or any other protected classification under applicable federal, state, or local laws. This statement applies to all terms and conditions of employment. CMMB is committed to fostering an inclusive and accessible experience for all job seekers—if reasonable accommodation is needed, you may contact us at [humanresources@cmmb.org](mailto:humanresources@cmmb.org).*

### **How to apply**

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