



## Director, Brand Strategy and Media Relations

Location: Primarily Remote with up to 25% Local and 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**, **accountability** and **respect** every day. We provide our employees with a competitive salary and a meaningful benefits package, with opportunities to learn and grow. We believe in strength through our diversity and encourage all persons of diverse backgrounds to apply.

### Overview

The Marketing, Communications & 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.

The Director of Brand Strategy and Media Relations will design, create and execute communications strategies and plans that will promote CMMB's messaging and brand, and showcase the impact of its work to internal and external audiences. They will manage and lead multi-channel promotional strategies and integrated campaigns that tell the CMMB story, and that drive engagement and fundraising. The Director of Brand Strategy and Media Relations will oversee the team that works on advertising and branding, content creation, digital communications, media relations and thought leadership, and social media to raise brand awareness across multiple audiences.

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.



## **Responsibilities**

### ***Branding***

- Develop and refine the brand voice and maintain brand integrity; ensure the consistency of CMMB messaging and tone of voice among internal and external stakeholder groups and across platforms.
- Develop, lead, and execute the organization's advertising campaign, including digital ad promotions, to increase brand awareness. Track, measure, and report on the impact of the advertising strategy.
- Create and distribute brand merchandising to global staff and volunteers.

### ***Strategy and Planning***

- Develop, guide, and execute the communications strategy and the annual communications plan to advance CMMB's strategic goals and brand identity.
- Work closely with the Strategy, Marketing, and Communications teams to coordinate these efforts.
- Create and implement compelling campaigns and special initiatives with emotive and motivating stories and materials to strengthen CMMB's brand, advocacy, and fundraising efforts.
- Form strong relationships with staff in country offices; collaborate with communications leads to develop and implement integrated communications strategies across the globe.
- Collaborate with fundraising and marketing teams on communications strategy for donor cultivation, acquisition, engagement, and retention. Support the creation of compelling campaigns across all channels to reach new audiences, increase the number of supporters, and build loyalty. Work with the fundraisers to coordinate the implementation of campaigns and content across channels and segments.

### ***Media Relations and Thought Leadership***

- Author key messages, talking points, and positioning statements; train senior leaders, staff and volunteers on organizational messaging.
- Provide leadership to the team, coordinating and researching opportunities for author and co-authorship of white papers, book chapters, op/eds and other opportunities, as relevant.
- Identify conferences, forums or other events where CMMB leadership and experts can speak to the organization's work, issues or campaigns. Oversee the development of global collateral and promotional materials, supporting CMMB's presence at conferences, meetings, and events.
- Develop an earned media strategy and pro-actively place stories that promote the organization's issues, campaigns and programs and that elevate the voice of CMMB board, staff, donors, partners, program participants and volunteers.
- Build and strengthen relationships with journalists, with an emphasis on reaching new audiences.
- Collaborate with program experts, country leadership and Executive Team members to develop an advocacy communications strategy that aligns with the organization's brand and mission; serve as communications liaison to coalition partnerships, such as the Frontline Health Workers Coalition.

### ***Digital Communications***

- Provide leadership and strategic direction to evolve and refresh the website.
- Oversee content and design updates to the website, with input across departments.



- Provide direction on donor experience and fundraising campaigns across the website.
- Oversee and lead the creation of websites for CMMB's five country offices and affiliates.
- Advise on a global social media and content strategy and plan to increase CMMB visibility and engagement among different audiences and across channels.

### ***Management***

- Recruit, develop, manage, and retain talent in the communications team.
- Supervise three direct reports, as well as interns and volunteers, as needed.
- Oversees team that is responsible for content creation and digital communications to make sure messaging aligns with the brand.
- Effectively communicate organizational priorities, strategic direction, and results with direct reports for continued commitment and active engagement.
- Assess and improve the processes and systems within the department to maximize the effectiveness and efficiency of staff time.
- Develop a measurement and evaluation plan to assess the impact of the department's work and to help inform strategy.
- Provide direction, performance goals, and regular feedback to ensure department goals and targets are met.
- Select and manage agencies, consultants, and vendors.
- Develop and manage budget to support the department's plan.

*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 communications, English, Journalism, Marketing, Public Relations or a similar field. Master's degree preferred.
- 10+ years of well-rounded professional experience in branding and communications, preferably with an international non-profit organization.
- Minimum of 5 years of progressive leadership and management experience required.
- Strong project management, interpersonal, organizational and communication skills.
- Experience developing and implementing communications strategies.
- Passion for storytelling.
- Practical knowledge and hands-on experience with content management systems, graphic design programs, media and social media monitoring databases and project management software; understand trends in digital and social media; deep knowledge of marketing copywriting compliance and 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.
- Highly collaborative style; commitment to work jointly with the following stakeholder groups: staff,



board members, volunteers, donors, program participants, vendors and other supporters.

- Self-starter, able to work independently, and entrepreneurial; enjoys creating and launching new initiatives.
- Ability to travel locally and internationally 10% - 25% of the time.
- Excellent interpersonal skills and proficiency in English (oral and written; French and Spanish a plus).
- Proficiency in Microsoft Office and other technology systems.
- Must be authorized to work in the United States.
- Comfortable working for a faith-based organization.
- Must be vaccinated against COVID-19.
- Able to demonstrate CMMB's core values in action: Collaboration, Love, Excellence, Accountability, and Respect

### How to apply

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

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

The pay for this role starts at \$115,000. 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 [pcc@cmmmb.org](mailto:pcc@cmmmb.org).