



## **Marketing & Communications Director**

The Global Fund for Children (GFC) transforms the lives of vulnerable children on the edges of society and helps them achieve their potential. We do this by investing in innovative grassroots organizations that serve the world's most vulnerable children—street children, trafficked children, refugees—in more than 50 countries worldwide. Our grassroots partners are working every day on global issues, from child trafficking, to child labor, to girls' education. GFC supports these organizations with financial resources, management training, capacity building and technical assistance to help them become sustainable and reach more children in need. Since 1997, GFC has reached nearly 10 million children worldwide.

### **Position Description**

The Global Fund for Children is seeking a creative and innovative Marketing & Communications Director to join its busy and expanding team. Develop and implement both operational and strategic plans for GFC's marketing, branding, and public relations, with the following goals: to improve and expand GFC's donor outreach; to build, refine, and strengthen the GFC brand; to increase visibility and awareness of GFC's priorities and programs; and to cultivate and enhance meaningful relationships with external audiences, including the media and corporate partners. This position will develop and implement a comprehensive strategy for brand management, online and direct marketing, media relations, and community engagement and support. This position reports to the Executive Vice President.

### **Duties and Responsibilities**

The responsibilities include, but are not limited to, the following:

#### **Brand & Content Management**

- Evaluate GFC's current brand and develop and execute a plan for refining and improving it.
- Ensure a consistent look, style, and feel across all marketing and communication channels
- Oversee the development of compelling messages and content to be used across all GFC communication channels, including donor outreach materials, reports, and GFC's website.

#### **Donor Outreach**

- Develop and implement direct mail campaigns and digital/online fundraising campaigns.
- Design and cultivate corporate cause-marketing partnerships.
- Oversee the development of print and digital marketing materials.
- Plan, organize, and execute donor events and presentations, as well as marketing events, to strengthen relationships with individual donors and raise funds.

#### **Public Relations**

- Actively engage, cultivate and manage press relationships to increase media coverage surrounding GFC's programs, special events, public announcements, and thought leadership projects.



- Exercise judgment to prioritize media opportunities, and oversee the preparation of talking points, speeches, presentations, and other supporting material as needed.
- Serve as a spokesperson and lead point person on media interactions.
- Oversee the development of all press materials for GFC.
- Work closely with PR consultants/agency to develop strategies and to execute campaigns as needed.
- Collaborate with the communications team to implement a social media strategy to increase visibility, engagement, and traffic across all GFC platforms.

#### **Qualifications, Skills, and Experience**

- A bachelor's degree in marketing/communications or a related field.
- A minimum of six years of experience in marketing, communications or a related field.
- Excellent writing and editing skills.
- Excellent verbal communications skills, with an emphasis on persuasiveness.
- A self-starter with excellent organizational and multitasking skills.
- A team player who can work with diverse partners within and outside the organization to produce high-quality products in a timely manner.
- Creativity, ingenuity, doggedness ... a sense of humor.

#### **To Apply**

**The Global Fund for Children is an equal opportunity employer.**

*The Global Fund for Children offers a competitive salary and excellent benefits package. To apply, please submit your cover letter, resume and three work samples (writing and editing) to [careers@globalfundforchildren.org](mailto:careers@globalfundforchildren.org) with "Marketing & Communications" in your subject line. The position is available for immediate hire, with applications considered on a rolling basis. Candidates are encouraged to submit applications as early as possible. **No phone calls please.***