



Role: Director, Global Marketing and Communications
Type: Director/Communications/Marketing
Location: Charleston, SC, USA (Potential to be remote)
Reports to: SVP of Finance and Operations

Job Description

We believe that the stories we tell can truly change the world, because the stories we have told are already doing just that. And now, we're ready to take our storytelling to the next level. We're seeking a Director of Global Marketing and Communications to shape, grow and amplify our collective voice and the stories of the life-changing work our teams do across sub-Saharan African and Central America.

OneWorld Health exists to provide quality, affordable healthcare to under-resourced communities with a vision to empower communities to achieve long-term improvements in health and quality of life so that they can not only get by, but thrive.

Through the establishment of operationally sustainable medical facilities, the empowerment of local staff and communities, and a unique culturally attuned, people-centered model of providing healthcare, we are committed to be in and with each community for the long haul.

Simply put, we provide care that endures.

This role will be charged with establishing a storytelling and communications team that can tell the countless stories of compassion, courage, resilience, strength and hope that we see every day with great care, excellence, creativity and authenticity.

The Director of Global Communications and Marketing will have the opportunity to develop a cohesive communications and storytelling strategy for the organization, build a robust and talented team of fellow creatives, leverage key (and fun!) influencer relationships to maximize impact and take part in a movement to change the way the world views global healthcare.

Strategic Responsibilities:

- Develop and implement a cohesive and effective marketing and communications strategy that leverages traditional media, donor-facing marketing campaigns, social media marketing and communications, public-facing PR campaigns, thought leadership, key influencers and events to drive fundraising and brand awareness goals.
- Work in lockstep with global leadership staff to ensure PR, communications and marketing strategies align with organizational objectives, vision and mission.
- Communicate marketing and PR agendas, KPIs and campaigns to Board of Directors.

- Develop relationships with key media and influencers, write press releases, pitch media at the local, national and global levels, maintain and build media lists, prep and coach US and global staff for media interviews.
- Develop a thought leadership agenda and position global leadership staff to share broadly and strategically about OneWorld Health's vision and mission.
- Lead strategy for all public-facing organizational assets including website, blog, social media accounts, and email marketing to donors and potential donors.
- Establish an influencer program and act as a liaison for OneWorld Health's suite of key influencers (musicians, professional athletes, business leaders, etc.)
- Develop global PR campaigns that leverage all of OneWorld Health's assets (staff and client stories, influencers, media relationships).

Management Responsibilities:

- Build and lead a team of fellow creative communicators specializing in social media, visual storytelling, media relations, donor relations, thought leadership etc.
- Manage all marketing and communications-related contractors (PR and crisis communications firms, digital marketing agencies, designers, etc.)
- Oversee all media relations, social media, marketing, internal communications, thought leadership and crisis communications functions.
- Respond to day-to-day media and communications inquiries.
- Develop and implement media and crisis communications training programs for global staff.

Other Responsibilities:

- Steward a communications budget with an eye towards efficacy in campaigns, targeted marketing and growing brand awareness.
- Develop a crisis communications plan alongside global leadership staff.
- Work with corporate partners to create individualized PR campaigns that achieve dual objectives.
- Seek out opportunities for PR and media partnerships and build relationships with like-minded organizations, influencers, thought leaders and businesses.
- Support Executive Director in the creation of key communication assets (presentations, speech-writing, etc.)

The ideal candidate will have:

- A posture of integrity that values the mission and vision of OneWorld Health.
- Proven ability and drive to take initiative and be a problem solver.
- A positive attitude and professional appearance and manner.
- 7-10 years' experience in marketing and communications, including experience with cross-channel PR and marketing campaigns.

- 5+ years' experience as a communicator in the nonprofit sector.
- Experience working cross-culturally, preferably with other like-minded international NGOs.
- Excellent writing, speaking and executive communications skills.
- An internally motivated, self-starter mindset and can-do attitude.
- 3-5 years' experience managing creative teams and/or contractors.