

Job Announcement

Director of Marketing and Communications, Promundo-US

Washington, D.C. June 2021

Overview

Promundo-US, an international non-governmental organization (NGO) working to advance gender equality, promote healthy masculinity, and prevent violence, seeks a full-time Director of Marketing and Communications to work in its Washington, D.C. office. This position forms part of Promundo's Strategic Growth and Engagement team, the members of which are based in D.C. and remote.

About Promundo

Promundo is a global leader in advancing gender equality and preventing violence by engaging men and boys in partnership with women and girls and individuals of all gender identities. We believe that working with men and boys to transform harmful gender norms and unequal power dynamics is a critical part of the solution to achieve gender equality. Promundo's formative research and rigorous evaluation, evidence-based programs, and targeted advocacy efforts strive to create change at multiple levels. Promundo generates high-quality, impactful research, and sparks critical dialogue via issue campaigns (i.e. [MenCare](#), [Global Boyhood Initiative](#), etc) to advance gender equality, healthy masculinity and violence prevention. Since 1997, Promundo's initiatives – in collaboration with partners in more than 55 countries – have reached nearly 10 million people through programs and training, campaigns and community engagement; and over 2 billion potential viewers through media, resulting in broader awareness around gender equality and violence prevention, as well as changes in attitudes and behaviors related to intimate partner violence; sexual and reproductive health and rights; and domestic work and caregiving, among others. For more information, visit: www.promundoglobal.org.

Job Description

Promundo-US is looking for a motivated and passionate candidate to join us as the Director of Marketing and Communications. This position will help shape the vision for Promundo's next strategic plan and will join the Senior Management team and report to the Vice President of Strategic Growth and Engagement. The position has management and technical oversight of all facets of communications that Promundo develops and implements, ensuring proper team management, project delivery and quality control. The position is full-time and requires up to 30% travel (once work travel resumes). The primary responsibilities of the Director of Marketing and Communications are to:

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- Lead the development and implementation of effective, high-quality strategic communications, digital, and media strategies in line with Promundo's values and organizational objectives; Develop and maintain a consistent internal communication structure that ensures employees stay informed about all relevant aspects of the organization; Manage day-to-day aspects of the communications function- including budgeting, planning, staff development and performance, etc
- Manage the communications team (staff: Editorial and Brand Management Assistant, Community and Digital Marketing Associate; and consultants: Community and Digital Manager, and occasional interns), including professional development and growth
- Work with the Editorial and Brand Management Assistant, manage brand identities across all communications platforms and publications, ensuring alignment with brand guidelines and style guide; Develop and ensure consistent voice and messaging across the organization
- Oversee the management of Promundo's digital presence, working with the Community and Digital Marketing Associate to sharpen Promundo's online communities and campaigns, including social media management, e-communications, website development, and content creation; Commission relevant print, broadcast, photographs, films, and other online materials for use by partners across different geographies; Engage and manage communications consultants and contractors
- Collaborate with Vice President of Strategic Growth and Engagement to develop and manage campaigns and events that advance Promundo's narrative shift portfolio, expand awareness of Promundo's key issues and brands, engage mainstream audiences around the organization's key issues, and/or support fundraising efforts
- Oversee all of the organization's messaging and communications- both print and electronic- including landmark reports and the annual report, Promundo's website, news media and social media
- Develop and execute earned media strategies for Promundo's core program areas and organization; Conducting outreach for and coordinating earned media for Promundo's report

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launches and campaigns; Contribute to Promundo's thought leadership position and proactively identify opportunities (including events and media appearances) to profile the voices of key advocates to reach target audiences, and where relevant, work with these advocates to ensure effective delivery

- Serve as lead liaison for media outlets (includes print, broadcast, streaming etc.); Manage responses to all media-related inquiries, preparation of media articles and ensures message consistency; Maintain an ongoing editorial calendar that identifies topics with the target press that the organization can speak to and leverage; Cultivate relationships with reporters, editors, and producers. Stay informed and engaged with emerging research, discussions, and trends in terms of how masculinities and gender equality are being covered in key media spaces.
- Coordinate and manage review processes with the Promundo network and team to draft press releases, editorials, letters-to-the-editor; Work with the Programs and Research teams to ensure consistent messaging in all written materials;
- Serve as a spokesperson for Promundo's campaigns and narrative shift work; Represent Promundo at national and international events and on relevant coalitions and working groups
- As department-head, provide budget estimates and concepts for communications-related projects (including sub-contracts, production costs, and staff time) and collaborate with research and program departments to ensure proposed products align with the intended impact and audiences

OTHER DUTIES AND RESPONSIBILITIES:

Perform other related duties as may be assigned by the Vice President of Strategic Growth and Engagement.

REQUIRED QUALIFICATIONS:

- Strong commitment to the mission of Promundo and alignment with the organizational values ([see here](#)).
- Bachelor's degree in a related field of communications, public relations, business or management (Preference for Master's degree in a related field).

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- Minimum of 5-7 years of communications experience including in designing and executing communications strategy; developing communications for campaigns; and ensuring brand-management across channels.
- Knowledge of and experience with gender equality, masculinities, women's rights.
- Ability to maintain high communications standards and ability to identify alternative paths and problem-solve when necessary.
- Minimum of three years budget and project management experience, previous supervisory experience.
- Strong English-language writing and copy editing skills that may include the successful development of discussion guides, press statements, talking points, PowerPoint decks, and official correspondence.
- Excellent communication skills- both written and verbal, with strong attention to detail and the ability to represent the organization across a broad range of programmatic/priority areas as needed.
- Ability to effectively delegate and empower comms team members to lead on relevant projects.
- Ability to travel as required.

Desired Qualifications

- Fluency in a second language – Spanish and/or French is preferred, as is Arabic
- An understanding of the US and global gender equality space and the key organizations who work within it
- Experience working in the Global North and South and with diverse partners (including women's rights groups, corporate partners, government representatives, civil society).
- Experience with website design (Wordpress); and graphic design (Adobe Creative Suite, Canva); SEO; online fundraising
- Cultural and social competency (across gender, race and ethnicity, sexual orientation, socioeconomic status, ability, etc.) with regard to work product as well as empathetic leadership; and an understanding of contemporary terminology
- Experience working within and/or leading a diverse team

Compensation

Salary range \$85,000-\$110,000. The position includes fully paid health insurance, four weeks paid leave (and supplemental parental and caregiving leave), and retirement benefits.

Start Date

Proposed starting date is August/September 2021.

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To Apply

To apply, please send the following documents as **one single PDF file labeled**

FirstNameLastName_Communications no later than **July 11th** to jobs@promundoglobal.org:

1. Cover letter
2. Resume
3. Three Writing samples in English (e.g. blog post, press release, op-ed, spokesperson talking points, comms strategy doc, etc.)
4. Two professional references

In addition:

- Please write “Director of Marketing and Communications” as the subject heading.
- Indicate if you are legally authorized to work in the United States.

Please note that only shortlisted candidates will be contacted. Thank you for your time and interest.

Equal Employment Opportunity Statement

Please view this description as a general overview, but not a mandatory comprehensive list. If you feel passionate about our efforts and believe that you have the skills to contribute and lead in this role, do apply. We want to hear from you!

Promundo-US is committed to creating and maintaining a diverse and inclusive working space for all employees and to providing employees with a work environment free of discrimination and harassment. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, creed, national origin including ancestry, ethnicity, sex including pregnancy, gender, gender identity, gender expression, and transgender status, disability, alienage or citizenship status, military status, including past, current, or prospective service in the uniformed services, genetic information, predisposing genetic characteristics, marital status, domestic violence victim status, familial status, actual or perceived sexual orientation.