



Job Title: Director of Public Relations and Marketing

Location: Flexible

Department: Strategy

Supervisor: Chief Strategy Officer and Head of Global Markets

FLSA Status: Exempt

To Apply for this Opportunity Please Click Here - [Apply Here](#)

Summary

WEConnect International is now hiring for an innovative, results-driven, Director of Public Relations and Marketing. WEConnect International, a corporate-led global non-profit, helps build sustainable communities in over 130 countries by empowering women business owners to succeed in local and global markets. The Director will develop and direct breakthrough public relations strategies and marketing campaigns to achieve our programmatic and financial goals in Supplier Diversity and Inclusion (SD&I) and increase membership of women owned businesses and multinational corporate buyers. The Director will be a talented storyteller creating compelling content for thought leadership, bylines, speechwriting, marketing messaging, and media interviews. The Director will lead a team of staff and contractors to execute and manage marketing campaigns, digital marketing platforms, website content and SEO, marketing technology tools, event promotion, collateral design, and videography. The candidate must have a proven track record of driving branding and compelling messaging through focused strategies that connect with target audiences and drive business goals. Priority will be given to candidates with a global network of media connections with multi-lingual skills. The ideal candidate will demonstrate a passion for empowering women economically and creating prosperity for communities around the globe.

Working Across a Matrixed Organization

- Engages with leadership, staff, and project managers to build and oversee a strategic, integrated, and comprehensive public relations and multi-media marketing strategy in support of the organization's thought leadership, media (traditional and digital), membership growth, event promotion, project fulfillment, and fundraising.
- Plans, prepares, and distributes original promotional content such as articles, news and press releases, email campaigns, blog and social media posts, video and audio messaging.
- Develops a strategic vision and content calendar for traditional forms of public relations as well as to oversee the integration of digital marketing channels and platforms.
- Develops strategic messaging and strategy calendar for Thought Leadership by the organization's Executives. Prepares and promotes media content and executive statements.
- Develops and enforces organizational brand guidelines and ensures compliance by all constituents and stakeholders.
- Ensures brand alignment, builds operational efficiencies, and creates strong user engagement, toward the goal of increasing public engagement, programmatic impact, and revenue generation.



- Serves as a practice change agent by developing metrics and achieving key marketing and engagement goals using data-driven approaches to refine marketing strategies.
- Oversees the development and maintenance of the weconnectinternational.org, women owned and event websites, and management of SEO performance and metrics.
- Assesses the marketing technology needs of the organization, sources best options, and negotiates contracts with vendors. Streamlines and optimizes the various tools used by the team. Works with the training department to ensure the extended team is proficient in the use of the tools as necessary.
- Acquires up to date knowledge of relevant regulatory governance and rights management regulations in the electronic media industry.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's Degree in Journalism, Marketing, Communications, or related field. MBA in journalism, marketing, sales or business development is a plus. A Minimum of 8 years of experience in a supervisory role with comprehensive public relations or marketing experience. Network of media connections in the trade, SD&I, and women's empowerment fields. Knowledge of trends in content-making, publishing, and electronic information in emerging communications technologies. Experience working with a global multi-lingual and multi-cultural team. Demonstrates a passion and history of supporting women's economic empowerment.

Management and Leadership

Innovative, strategic thinking, mentoring, accountability, financial management, problem solving/analysis, customer/client focus, organizational skills, teamwork orientation, inclusive and empathetic leadership, strong written and oral communication skills in English. An entrepreneurial mind-set.

Reasoning Ability

Demonstrated effectiveness with interpersonal relationships, negotiation, and conflict resolution. Acts with integrity and maintains confidentiality in a professional manner. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.

Computer Skills

Microsoft 365, SharePoint, CRM (Hubspot a plus), WordPress, SEO, Adobe and Canva. Familiarity in using web-based conferencing platforms including Microsoft Teams, Zoom, and Google Meets. Experience working in a PC/Laptop environment with Dell equipment.



Project Management Skills

Advanced project management skills including the ability to work on multiple complex projects, simultaneously.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds.

About WEConnect International

WEConnect International, a corporate-led global non-profit, helps build sustainable communities by empowering women business owners to succeed in local and global markets. WEConnect International has since 2009 provided business education, certification, and business connections to businesses that are at least 51 percent owned, managed, and controlled by one or more women. WEConnect International member buyers represent over \$1 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development. www.WEConnectInternational.org

Core Values and Culture

As we continue to grow our impact, WEConnect International will attract and hold accountable members, partners, staff, and stakeholders based on these core values, which help to define our culture, brand, and operational strategies.

- Embrace Diversity and Inclusion to Unleash Potential
- Demonstrate Passion for Women's Economic Empowerment
- Make a Positive Difference in the World
- Deliver Stakeholder Value
- Exemplify Integrity in Everything We Do
- Pursue Teamwork with a Shared Vision and Purpose

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

No phone calls, please. We regret that we are unable to respond to individual inquiries about the position.

WEConnect International is an Equal Opportunity Employer. All aspects of employment will be based on merit, competence, performance, and business needs. We do not discriminate based on race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression,



veteran status, or any other status protected under federal, state, or local laws in the United States.