



Job Description

Job Title: Director of Marketing & Communications
Level: Senior Level Position
Location: Flexible
Supervisor: Chief Development Officer
FLSA Status: Exempt

To be considered for this opportunity, please click here: [[Apply Here](#)]

Position Summary

The Director of Marketing and Communications is a high impact, leadership position, requiring a strong background in communications and public relations. This newly created position will be in charge of planning, managing and executing the overall marketing, PR and communications strategy for WEConnect International and driving our organizational profile towards measurable impact. The Director will develop and implement an internal and external facing strategic communications plan for WEConnect International's programs and brand and lead the organization's overall strategic communications planning with our primary audiences. These include media outlets, policy makers, member buyers, women-owned businesses, partner organizations, and interested stakeholders in Diversity & Inclusion and gender equality.

WEConnect International is an established organization with a mission to help drive money into the hands of women business-owners by enabling them to compete in the global marketplace. We believe that trade is a powerful tool for achieving gender equality and one area where organizations can collectively advance an agenda of diversity and inclusion. which can help unleash the potential of half of the world's population. We have been growing steadily and are now poised for exponential growth in the next few years.

We are a small, dynamic, and committed team, adept at multitasking and collaborating across responsibilities as necessary. Therefore, this position requires that the individual be mission-focused, strategic, collaborative, a strong team player, creative, and self-motivated. The position also requires that the individual interacts with different stakeholders, including corporate members, international market leads, foundations and government officials, and women-owned businesses from around the world. Therefore, the individual should have exceptional communication skills and be able to adjust to the different requirements and cultural conditions of diverse operating environments around the globe. The Director will report directly to the Chief Development Officer and will collaborate with the Chief Strategy Officer to establish and execute the marketing and communications strategy to advance the organization's global brand and to deliver measurable, cost-effective results that help to make the mission a reality.

Overview

The new Director of Marketing & Communications collaborates in a matrix organization to build and oversee a strategic, integrated, and comprehensive multi-media communications and marketing strategy to scale the organization's mission and financial goals and metrics. This critical new position establishes the marketing and communications strategy, setting metrics and measuring return on investment, conducting market research, connecting with the organization with media and press, and managing a team to help implement the strategy. The Director approaches activities with a creative business development mindset to scale the growth of buyer membership, women-owned business network, strategic partnerships, and fundraising. The Director oversees a team of direct reports and contractors and provides development and mentoring support to the regional team members across the globe. The Director utilizes technology to drive branding and creating compelling messaging through focused strategies that connect with target audiences and drive business goals. To implement this, the Director owns the day-to-day functioning and support of the organization's marketing-related technology stack and tools. These include but are not limited to the website and search engine optimization (SEO), CRM, social media support tools, email marketing tools, graphics design, surveys, the customer service help desk platform, and the external SAP-Ariba based networking platform. The Director is a seasoned communications leader and talented storyteller, creating compelling content for thought leadership, bylines, speechwriting, marketing messaging, and media interviews.

Responsibilities

- Develops and executes WEConnect International marketing and communications strategy to support overall brand awareness and growth.
- Maintains a strong and distinctive brand voice for all public relations, marketing, advertising, and communications outreach.
- Collaborates with the Leadership Team, global staff, Member Buyers, and consultants to develop and implement marketing and communications strategies to promote WEConnect International's offerings and priorities, including maintaining an overall calendar, schedule and budget.
- Proactively and reactively seek media coverage opportunities in traditional and nontraditional outlets to advance the organization's strategic goals.
- Draft, propose, and implement marketing campaigns for signature conferences and events to optimize participation, as well as membership development, educational offerings, policy and advocacy initiatives and other organization priorities; campaigns may include email, social media, direct outreach, presentations, and other communications channels.
- Creates and oversees the development of collateral including podcasts, event publications, annual reports, newsletters, and other materials.
- Works with leadership to develop and implement social media strategy; handle day-to-day posting and monitoring of social media activities; analyzes results and produces reports.
- Manages website content, including writing, editing, and updating content; work independently and with website developer/host and graphic designer to implement website requests; monitor and report site analytics.
- Manages relationships, workflow, quality control, and budgets for communications vendors, including graphic designers, website developer/host, printers, promotional item providers, photographers, and others.

- Provides onsite support at organization's conferences and events.
- Organizes and maintains a repository of digital assets, including photos, images, and graphic templates.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Business Development Expert - Approaches the job with a creative business development mindset to promote the organization's mission and scale the growth of buyer memberships, women-owned business network, strategic partnerships and fundraising.

Analytical Strategist - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data; designs workflows and procedures.

Communications and Marketing Expert - Competent in required job skills and knowledge; exhibits ability to learn and apply new skills; keeps abreast of current developments; requires minimal supervision; displays understanding of how job relates to others; uses resources effectively.

Customer Service Leader - Manages difficult customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.

Communications Expert - Expresses ideas and thoughts verbally; expresses ideas and thoughts in written form; is a very talented storyteller, creates compelling messaging, exhibits good listening and comprehension; keeps others adequately informed; selects and uses appropriate communication methods; and responds in a timely manner.

Design Expert - Generates creative solutions; translates concepts and information into images; uses feedback to modify designs; applies design principles; demonstrates attention to detail.

Written Communication Expert - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.

Impact & Influence - Pursues and wins support for ideas; displays ability to influence key decision-makers; achieves win-win outcomes; uses authority appropriately to accomplish goals; addresses divergent opinions.

Excellent Judgement - Displays ability to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.

Qualifications

- Experience designing and executing creative marketing and communications strategies that are aligned with organizational goals.
- Relationship building ability and experience, especially with media outlets.
- Superior writing ability, verbal, and public speaking communications skills.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Ability to work independently and as part of a team.
- Working knowledge of website content management systems, Experience working within or with a trade association or nonprofit organization preferred.

Education and Experience

Preference for candidates with a Bachelor's degree in Communications and/or Marketing or related field or an equivalent combination of skills, training, and experience. A minimum of ten (10) years of increasingly responsible, directly related marketing, communications, and business development experience, including managing a team. Experience using marketing technology tools to conceptualize and implement branding campaigns and standards required. Possess strong understanding of how the marketing and communications functions support business development and can prioritize opportunities as a result. Ability to adapt marketing and business development campaigns to changing priorities, and maintain a productive and committed work effort, meeting deadlines, and managing workload. Experience working with a global multi-lingual and multi-cultural team. Demonstrates a passion and history of supporting women's economic empowerment.

Computer & Technology Skills

Advanced knowledge of Microsoft Office, CRM Systems, WordPress, SEO, Adobe, Canva, Hubilo, social media, survey software, and email distribution applications. Familiarity in using web-based conferencing platforms including Microsoft Teams, Zoom, and Google Meets. Experience working in a PC/Laptop environment with Dell equipment.

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.

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.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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.

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 law in the United States.

Organizational Information

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 based outside the United States that are at least 51 percent owned, managed, and controlled by one or more women. WEConnect International corporate members 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