



Chief Marketing & Communications Officer – Job Description

ABOUT THE ROLE

The Chief Marketing & Communications Officer (CMCO) oversees the Marketing and Communications (MARCOM) department for the World Hope International Global Alliance. Directly reporting to the CEO of World Hope – USA and working closely with the CEOs and leadership of the Alliance Offices in UK, Canada, and Australia as well as the USA C-Suite team, World Hope Country Directors, and World Hope Technical Directors. The MARCOM department exists to shape and share the WHI story by partnering with different departments and offices in the global alliance to invite external and internal audiences to engage, learn, join, and invest in the vision and mission of World Hope with an emphasis on data-driven decisions, iterating & innovating, and operationalizing.

The responsibilities and tasks of the CMCO include but are not limited to:

- The CMCO is responsible for developing, maintaining, and upholding the World Hope brand internally and externally across the Global Alliance– including oversight and management of brand policies, brand compliance, and brand updates.
- The CMCO is responsible and accountable for professional, accurate, policy-compliant, brand-appropriate communications across all channels and mediums for the full Global Alliance internally and externally, including advertisements, email, events, direct mail, marketing, public relations, social media, and website.
- The CMCO is accountable for the MARCOM team securing, curating, and producing –or the supervision thereof by others – of copy and design, merchandise, and multimedia for the entire Global Alliance.
- The CMCO is responsible and accountable for creating, constructing, and running all digital events across the Global Alliance - including putting together all the communications and marketing elements of webinars, virtual events/conferences/trainings, and social media lives or recordings, etc, as well as ensuring speakers and co-hosts are set and everything is on brand and a quality customer experience for participants, viewers, and actors.
- The CMCO oversees all World Hope Global Alliance social media accounts and their implementing teams, with accountability for the accurate, policy-compliant, brand-appropriate, and timely content as well as engagement, interactions, and growth under them.
- The CMCO develops and oversees the maintenance of and updates to the global alliance multimedia libraries for photos, videos, and graphics that can be used across all channels and mediums and cultivate and manage multimedia contractors and relationships across the alliance.

- The CMCO is responsible for leading communications change management across the Global Alliance and implementing a creative management system for the storytelling process in conjunction with country communications officers, MARCOM and IT staff and contractors, and rolling it out to meet the needs and hopes of story stakeholders (i.e., business development teams, fundraising teams, local and global PR, etc.).
- The CMCO works closely with the Alliance CEOs and Alliance fundraising teams to develop, launch, and run fundraising campaigns and one-off solicitations/appeals each year. These include responsibility for drafting and designing multiple appeal letters, magazines, annual reports, and the EOY and Giving Tuesday campaigns, which vary in frequency, message, segmenting, drop dates, targets, etc., across the alliance.
- The CMCO is accountable for brand in any additional appeals, solicitations, or fundraising/gala events across the global alliance.
- The CMCO is responsible for helping all members of the Global Alliance understand and uphold brand aligned values, such as buying matte business cards rather than gloss, which expands the brand's representation of sustainability and inclusion, and is accountable for the ultimate brand-value alignment and brand integrity.
- Works closely with the COO & Senior M&E Specialist to ensure reporting accuracy, professionalism, and timeliness.
- The CMCO is accountable for data visualizations and usage - and for implementing a data content management system in partnership with the Senior M&E Specialist, the Director of IT, and key members of the global MARCOM department.
- Works closely with the Business Development Team, Country Directors, and Technical Directors to develop, maintain, and update brand-appropriate, accurate, and attractive capacity statements and other marketing collateral.
- The CMCO is responsible and accountable for creating and/or overseeing marketing and communications used by Business Development and Donor relation staff.
- Works closely with the COO and Country Directors to hire and manage a team of local Communications Officers who are in turn responsible for local MARCOM needs and responding to or otherwise addressing global requests and needs.
- Develops and maintains a compliant, safe, global stakeholder feedback bank in coordination with the Senior M&E Specialist.
- Directly manages the Director of IT and the IT team and manages a global team including a Digital Communications Specialist, US-based Communications Officer, Alliance/country communications officers and comms staff, and MARCOM contractors and interns.
- The CMCO is accountable for all advertising content across the alliance and oversees teams - internal and/or external - who run them. The CMCO is responsible for expanding systems to support efficient and effective marketing and communications activities with all levels of stakeholders.
- Administrates the World Hope global helpdesk and responds to tickets alongside the IT Director and Web Designer.
- Works closely with web designer to envision, create, and maintain web pages, pathways, and infrastructure and provide content or structural updates to websites for global alliance sites as well as all additional social venture/hybrid sites.

- Works closely with the Director of Human Resources on all strategic hiring postings, including, but not limited to, developing a strategic marketing campaign for new recruiting new hires and posting positions across multiple media sources.
- Accountable for growth of the constituent databases for all the global alliance, including general subscribers, mailing lists, donor lists, potential donor lists, social followers, influencers, and brand amplifiers.
- Accountable for the accurate, appropriate, legal, and compliant co-branding or co-marketing with all grantors, funders, corporate partners, or donors and overseeing the development, implementation, and compliance with a system to streamline it.
- Accountable for WHI Brand accuracy, policy compliance, appropriateness, and professionalism of any internal or external fundraising, advocacy, education, marketing campaigns.
- Create and set policies for communications and IT on topics including technology and use thereof, communications and marketing ethics and appropriateness, brand and brand-impacting behaviors, etc.
- The CMCO is consulted on website, server, database functionalities by the Director of IT and works closely with the IT team to ensure systems are active, functioning properly, and constituent and stakeholder information is secure.
- The CMCO is accountable for online gift processing systems especially as regards constituent engagement and growth and marketing and communications compliance.
- The CMCO is accountable for data-driven communications and marketing and establishing a data analytics system managed by MARCOM staff. The CMCO is also accountable for ensuring the accuracy, security, and compliance of all data gathered, stored, and/or shared in partnership with the Director of IT and the IT/MARCOM team members. This includes Google analytics, social media, CRM/donor data, etc.

Required:

- Excellent communicator, both written and verbal
- Ability to work collaboratively and effectively with a fast-paced team
- WordPress, Canva, Adobe Creative Suite, Monday.com (or similar)
- Blackbaud CRM, Google Ads Grant and Google Paid Ads, Google Analytics, Buffer (or similar)
- Sincere commitment to the Apostles Creed

Reports to: Chief Executive Officer