



COMMUNICATIONS DIRECTOR

SUMMARY

Well-being & Equity (WE) in the World is seeking a Communications Director to manage development and implementation of the marketing communications strategy and programs, including advertising, branding, narrative change messaging. This experienced-level position offers an excellent opportunity to help advance an innovative health equity program with a diverse, agile, passionate creative, and exceptionally committed team. This is a virtual home-based remote position with limited travel.

About Well-being & Equity (WE) in the World

[WE in the World](#) is made up of a diverse team of change agents who are passionate about igniting transformation for well-being and equity in the world. We bring decades of experience and trusted relationships working with hundreds of organizations and communities around the world. We believe that expertise and the potential to create change lies among those with lived experience, not just with academics and high-ranking professionals. Our team aims to boost localized, community-led change and assist leading organizations by developing frameworks and tools, building strategic networks, and scaling solutions that improve well-being and equity over generations. We've helped projects all around the world, ranging from transforming systems to better support people with mental health and addictions in Delaware to prison reform in Guyana, from youth empowerment in the Gambia to generational poverty in Texas. We recently served as a lead author for the Springboard for Equitable Recovery and Resilience for the Centers for Disease Control and FEMA.

MAJOR AREAS OF RESPONSIBILITY

- Manages development and implementation of the marketing communications strategy and programs, including advertising, branding, core messaging, program promotion and public relations
- Coordinates and implements marketing communications projects.
- Supports the planning and execution of meetings, special events, and conferences to showcase products and amplify messaging.
- Creates consistent themes, messaging, and branding in all communication touch points, including advertising and social media.
- Sources and develops content and visual collateral for campaigns.
- Tracks projects and prepares status reports for stakeholders.
- Develops and oversees efficient processes for the review and approval of communication materials.
- Liaises with the media, vendors, and internal sales and product teams.

PREFERRED ADDITIONAL QUALIFICATIONS AND COMPETENCIES

- Excellent organizational and project management skills and technological capabilities
- Ability to be agile, analytical, efficient and resourceful while maintaining close attention to detail



- Adapts to a dynamic and changing environment with an ability to lead in an emergent change environment in start-up mode
- Strong emotional quotient skills to build meaningful and productive professional relationships with colleagues and stakeholders of all levels
- Ability to effectively facilitate meetings, build consensus, and work collaboratively
- Exceptional verbal, interpersonal, and written communication skills
- Excellent computer skills including Microsoft Word, Excel, PowerPoint, Outlook, Internet, Zoom, etc.
- Skills in tracking tools/project management software (e.g., Asana, etc.) preferred
- Project leadership and management skills, including being detail-focused and managing towards aggressive timelines
- Able to maneuver through complex political situations to achieve desired outcomes
- Ability and skill to drive and achieve quality results within complex, time constrained goals
- Able to think about whole systems, rather than optimize for one part
- Ability to focus and produce in a remote environment
- Committed to WE Values

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree is required
- 8-10+ years of relevant experience in Marketing and Communications, specifically:
 - Advertising
 - Communication Planning
 - Content Marketing
 - Event Planning and Management
 - Marketing Analytics
 - Marketing Communications
 - Marketing Management
 - Public Relations

CORE EXPECTATIONS FOR ALL TEAM MEMBERS:

- A willingness to lean into our [touchstones for collaboration](#)
- A willingness to advance along a racial justice and equity journey
- Acting as a servant leader and accompanier, prioritizing the needs of the organizations and communities we serve and where they are as we walk with them on their journey
- Teamwork, generosity, and a willingness to support the good of the whole, not just of their projects
- Humility and a willingness to learn and grow, to acknowledge mistakes and blind spots, and to change
- Lives and models WE in the World values of Servant leadership, Teamwork, Generosity, Equity, Courage, and Integrity

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties,



responsibilities, and activities may change at any time with or without notice based upon business necessity.

WORK ENVIRONMENT: Remote home office.

PHYSICAL DEMANDS: Minimal physical effort is normally required.

TRAVEL REQUIRED: Not required but may be requested less than 10%.

BENEFITS AND PERKS

In addition to our competitive salary and amazing culture, we offer an excellent benefit package: medical, dental, and vision (75% covered for employee, 50% for family); 15 days paid time off, 5 days sick leave, short- and long-term disability coverage, flexible spending account, 401K with employer contribution AND match, and paid time off to serve your community or resources for professional development.

AFFIRMATIVE ACTION/EEO STATEMENT

It is the policy of WE in the World to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable law. This policy relates to all phases of employment, including, but not limited to, recruiting, employment, placement, promotion, transfer, demotion, reduction of workforce and termination, rates of pay or other forms of compensation, selection for training, the use of all resources, and participation in all WE in the World-sponsored employee activities. Provisions in applicable laws providing for bona fide occupational qualifications, business necessity or age limitations will be adhered to by the organization where appropriate.