

# Director Strategic Communications & Campaigns

Worker Category : **Full Time Regular**

Job Class **Management**

**POSITION TITLE:** Director of Strategic Communications and Campaigns

**DEPARTMENT:** Communications

**REPORTS TO:** Managing Director

**PRIMARY OBJECTIVE:** Provides overall leadership and direction for all of the organization's communications and marketing campaigns. Drives and protects Bread's mission by enhancing branding, leading on storytelling, and ensuring consistent messaging across the entire organization. Fosters strategic alignment between communications objectives and advocacy/organizing strategies.

**PRIMARY RESPONSIBILITIES/ACTIVITIES:**

1. Lead efforts to develop an overall communications and marketing strategy to increase the level of awareness of Bread for the World and Bread for the World Institute and our issues among key audiences, including faith, U.S. policymakers, and prospective partners with a special emphasis on African American/Pan-African and Latino faith communities.
2. Develop organizational messaging, provide staff training and ensure dissemination through key lines of channels, including social, email, publications, newsletters, blogs etc.
3. Help to create a storytelling culture that embraces new ways to tell Bread's story by overseeing content development and managing digital communications staff, editors, designers, media and social media team, and others.
4. Create high-impact strategic campaigns focused on strong calls to action across both online and offline channels.
5. Create marketing campaign plans and provide ongoing reporting detailing results of campaign activities.
6. Provide leadership to maximize quality media coverage, including new media outlets, of organization's messages and policies, legislative agenda and public press events.
7. Manage Bread's digital presence, including digital advocacy and digital fundraising, in coordination with Strategy Council members, with a special emphasis on collaboration with the Director, Government Relations; Director, Organizing; and Vice President, Development and Membership.
8. Coordinate with key partners and coalition members on joint media, events, calls to action and social campaigns.
9. Manage Bread's social media presence and ensure consistent messaging and content across all social media platforms.
10. Supervise department staff members and oversee budget.
11. Ensure close collaboration and consultation with Strategy Council team on website design and function.
12. Create/maintain a department that does high quality professional work in an atmosphere of collegiality.
13. Participate in Strategy Council and board meetings.
14. Chair internal work groups and perform other duties as requested by the Managing Director.

**SECONDARY RESPONSIBILITIES/ACTIVITIES:**

Represents department in internal or external meetings as required.

**SUPERVISION EXERCISED:**

Oversees department staff members, volunteers, consultants and vendors.

**SKILLS/KNOWLEDGE REQUIRED:**

- Bachelor degree is required (Communications or Public Relations preferred).
- A minimum of 10 years' relevant experience, with at least 5 years of progressive management experience.
- Experience with press outreach; ability to represent Bread for the World as a spokesperson; demonstrates a commitment to the mission and faith basis of Bread for the World and ability to tell Bread's story.
- Experience managing and coaching a department or team demonstrating strong, collaborative management skills and the ability to work in a fast-paced environment on a multitude of issues simultaneously.
- Experience creating and executing marketing campaigns across multiple digital channels including search, display and social.
- Experience with SEM, SEO, Ad Servers, E-mail campaign tools and Social Marketing platforms.
- Experience using Google analytics and other analytic tools to evaluate trends and message effectiveness.
- Proven track record of creating a test and learn culture of experimentation and implementation.
- Understanding of donor management platforms and the importance of constituent data.
- Strong experience conceiving and implementing strategic campaigns with measurable results.
- Pragmatic, strategic thinker.
- Strong knowledge of U.S. and international hunger and poverty issues.
- Strong knowledge of U.S. Congress and dynamics of U.S. political system.
- Personable, trustworthy, diplomatic, and perceived as such by colleagues and direct reports.
- Ability to work independently as performance and outcomes are monitored by executive leadership.
- Ability to communicate highly complex information to external contacts to influence results and achieve strategic goals for multiple units.
- Experience approving decisions that commit financial and human resources to a course of action (60% tactical; 40% strategic decision making), which is subject to executive review.

**WORK ENVIRONMENT ISSUES:**

- Must be responsive to emails and phone calls off-site during evenings, weekends, and holidays to support time-sensitive matters.

**DISCLAIMER:**

The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.