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Director, Strategic Communications & Campaigns

Full Time Regular

Management

DC, Washington, DC, US

Today

Requisition ID: 1047

Salary Range:

\$113,000.00 To 147,000.00 Annually

DEPARTMENT: Strategic Communications and Campaigns

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, partners and impacted communities, including African American/Pan-African, Latino and Asian American and Pacific Islander 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. Ensures that campaigns have successfully achieved Key Performance Indicators (KPIs) and goals and provides proper recourse where success metrics have not been met.
6. Provide leadership to maximize quality media coverage, including news media outlets, of organization's messages and policies, legislative agenda and public press events.

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Work with Deputy Director, Media Relations to ensure tracking and reporting trends in media impressions and reach.

7. Manage Bread's digital presence, including digital advocacy and collaboration with digital fundraising, in coordination with Strategy Council members, with a special emphasis on collaboration with the Director, Government Relations; Director, Grassroots Organizing and Empowerment; 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. Works closely with the Digital Communications Specialist and Deputy Director, Digital Communications and Marketing to ensure benchmarks and metrics for success in determining how these platforms are effectively reaching the appropriate audiences, and growing over time.
10. Supervise department staff members, to ensure growth in KPI's, skills training, and efficiencies of structure.
11. Oversees strategic communication budget. Leads in the development of the annual budget proposal and ensure proper assessment for budget trends throughout the year.
12. Ensure close collaboration and consultation with Strategy Council team on website design and function.
13. Create/maintain a department that does high quality professional work in an atmosphere of collegiality.
14. Participate in Strategy Council and board meetings, and represents communications team in ensuring that priorities and needs are properly communicated.
15. 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 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.
- Expertise creating, optimizing and executing innovative digital marketing strategies and campaigns with a solid track record for increased online membership growth and engagement across multiple digital channels including search, display and social.
- 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 with SEM, SEO, Ad Servers, E-mail campaign tools and Social Marketing platforms.

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- Experience using Google analytics and other analytic tools to evaluate trends and message effectiveness.
- Experience managing a messaging, rebranding and/or website redesign initiative, a plus.
- 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 preferred.
- 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.
- Spanish speaking skills, a plus.
- Commitment to the mission and Christian faith basis of Bread for the World.

CULTURAL EXPRESSIONS:

Bread is committed to advancing racial equity externally and internally, all staff members play a vital role. In the course of our work, each staff person should work to apply a racial equity lens to their work and practices; and participate in racial equity on-going training. Bread is also committed to being an equal opportunity employer. Bread does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin, disability, marital status, sexual orientation, military status, in any of its activities or operations.

WORK ENVIRONMENT ISSUES:

Must be responsive to emails and phone calls off-site and willing to work during evenings, weekends, and holidays as the need may require. Remote work option available.

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.

WHO WE ARE:

Bread for the World is a collective Christian voice urging our nation's decision makers to end hunger at home and abroad. By changing policies, programs, and conditions that allow hunger and poverty to persist, we provide help and opportunity at home and far beyond where we live. We can end hunger in our time. But churches and charities can't do it all. Our

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government must also do its part. With the stroke of a pen, policies are made that redirect millions of dollars and affect millions of lives. By making our voices heard in Congress, we make our nation's laws fairer and more compassionate. We leverage big changes for people in our country and around the world who struggle with hunger.

WHAT WE DO:

Bread equips people to write personal letters and emails, meet with their members of Congress, and to work with others to end hunger. Working through churches, campuses, and other organizations, we engage people in organized advocacy. Each year, Bread invites churches across the country to take up an Offering of Letters to Congress on legislation that impacts hungry and poor people. We organize advocacy campaigns to pass or block federal legislation that will help end hunger and poverty. Bread works in a bipartisan way. Our network of thousands of individual members, churches, and denominations is active in every congressional district. We speak the truth to power with a moral and Christian voice and at the right time. And together, we are building the political will to end hunger and poverty.

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