

Deputy Director, Communications and Marketing

Management

Requisition ID: 1148

Washington, DC, US

Salary:

95,500.00 To 100,500.00 (USD) Annually

DEPARTMENT: Strategic Communications and Campaigns

REPORTS TO: Director of Communications and Marketing

LOCATION: Washington, DC; Hybrid

Bread for the World is a Christian advocacy organization urging U.S. decision makers to do all they can to pursue a world without hunger. Our mission is to educate and equip people to advocate for policies and programs that can help end hunger in the U.S. and around the world.

PRIMARY OBJECTIVES:

The Deputy Director of Communications and Marketing supports the Director of Communications and Marketing in leading and coordinating the organization's overall communications and marketing strategy. This role ensures that Bread's brand, public presence, and messaging are effectively implemented across channels and projects. The Deputy Director provides operational leadership and oversight, aligning team priorities and managing department-wide coordination to ensure Bread's communications strategy is executed effectively and consistently.

PRIMARY RESPONSIBILITIES/ACTIVITIES:

1. Strategic and Operational Support: Partner with the Director to translate strategic communications and marketing goals into clear operational plans. Provide guidance and oversight to ensure that Bread's communications and marketing initiatives are executed effectively and on schedule.
2. Team Leadership and Coordination: Oversee coordination among communications and marketing functions—including brand, digital, media relations, and campaigns—to ensure alignment with organizational priorities and seamless collaboration across teams.
3. Brand Stewardship: Support the Director in maintaining and advancing Bread's brand identity and messaging framework. Ensure brand consistency and quality across all channels, materials, and campaigns.
4. Media and Public Relations: Assist the Director in implementing Bread's media and public relations strategy. Provide strategic input on message development, manage day-to-day media relations, and support proactive and reactive communications efforts.
5. Integrated Marketing and Content Strategy: Oversee planning and rollout of multi-channel marketing initiatives that build awareness, engagement, and support for Bread's mission. Ensure that messaging and design align with brand and campaign strategy.
6. Project Oversight: Collaborate closely with the Communications Project Manager to ensure projects are well scoped, prioritized, and resourced. Provide high-level oversight of timelines and

deliverables rather than day-to-day task management, ensuring project outcomes support strategic goals.

7. Department Operations: Lead internal coordination for the Communications and Marketing team, including meeting management, production calendars, and cross-departmental collaboration. Identify process improvements and support staff in balancing priorities.
8. Metrics and Evaluation: Guide the development and use of performance metrics and reports that measure the reach, impact, and efficiency of communications and marketing efforts. Support data-informed decision-making across the department.
9. Deputy Function: Represent the Director in meetings as requested, ensuring continuity of leadership and facilitating decision-making when the Director is unavailable.

SECONDARY RESPONSIBILITIES/ACTIVITIES:

1. Assist in onboarding and mentoring new team members.
2. Support coordination with outside vendors, contractors, and consultants.
3. Contribute to departmental planning, budgeting, and reporting processes.

SUPERVISION EXERCISED:

May supervise communications managers, fellows, or interns; provides guidance to team members in the planning and execution of communications and marketing projects.

SKILLS/KNOWLEDGE REQUIRED:

- Undergraduate degree in communications, marketing, public relations, journalism, business, or related field.
- Minimum of 8 years of progressively responsible experience in communications, marketing, or public relations.
- Proven experience coordinating or managing brand, media, and marketing initiatives across multiple channels.
- Demonstrated success in operational planning and cross-team coordination.
- Strong project oversight skills and familiarity with tools such as [Monday.com](https://monday.com) or Airtable.
- Excellent written, oral, and interpersonal communication skills.
- Ability to balance multiple priorities and meet deadlines in a fast-paced environment.
- Experience with digital engagement, storytelling, and analytics.
- Commitment to Bread's Christian foundation, mission, and values, including advancing racial equity.

WORK ENVIRONMENT ISSUES:

- Some travel may be required.
- Must be responsive to email, Slack, and phone calls and willing to work during evenings, weekends, and holidays as needed.
- Bread is a hybrid organization.

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.

OUR VALUES:

1. ***We value our faith.*** Our faith in Christ is the foundation for our hope, story, mission, and values, and compels us to love our neighbors near and far.
2. ***We value human flourishing.*** We believe that every human being, created in the image of God, has inherent dignity that affords an opportunity to be in right relationship with God, self, neighbor, and the environment, and to freely access enough nutritious food for good health.
3. ***We value justice.*** We seek to establish effective systems, structures, and policies that affirm equality and advance equity among all human beings and protect people who experience hunger and poverty from oppression.
4. ***We value courage and prophetic voice.*** In a spirit of wisdom and love, we will be bold in articulating and pursuing our vision of a world without hunger.
5. ***We value nonpartisanship.*** We believe that effective and sustainable public policies are made when, in good faith, we employ a civil and politically unbiased approach to develop and implement laws and programs to achieve our mission.
6. ***We value collaboration.*** We believe in working alongside and building community with diverse churches, institutions, and individuals, including people experiencing hunger, to achieve our mission.
7. ***We value impact.*** We strive for excellence in our work and hold ourselves and our nation's leaders accountable in the pursuit of public policies that render measurable results and meaningful change for those affected by hunger.

DISCLAIMER:

Background and reference checks will be conducted on all final candidates. 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, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.