

Director of Marketing and Communications



Job Description

We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

Job title: Director of Marketing and Communications

Reports to: Executive Director

Location: New York

Main Purpose of the role

The Director of Marketing and Communications leads and manages the creation and delivery of US brand, marketing and communications strategies, standards and budgets. S/he is accountable for achievement of strategic goals and annual targets for the department. S/he is responsible for raising the overall profile of the organization and its campaigns and increasing the brand recognition and digital marketing reach of World Animal Protection. S/he is also responsible for increasing revenue through cause related marketing and corporate events and partnerships. This position reports to the Executive Director of World Animal Protection, U.S. with a dotted line reporting relationship to the Global Director of Marketing and Communications.

Duties & Responsibilities

Generic

- Leads the creation and coordination of a national strategy and business plan for marketing and communications that:
 - Coordinates with global marketing and communications strategy;
 - Works within and helps to promote and develop the World Animal Protection brand;
 - Clearly positions who we are and what we stand for to our external audiences
 - Are particularly integrated with audience and campaign planning
 - Can be appropriately measured and evaluated and contribute as required to the balanced scorecard
- Set specific targets and desired impacts for the US team.
- Work closely with all teams to drive our national marketing agenda - in particular the Fundraising and Programmes teams - to ensure that our marketing and campaign communications plans are aligned and have maximum impact on our audiences
- Drive a culture of insight, research and learning, facilitating understanding of what motivates our audiences and how best to target them; in particular ensure we understand all our supporters and how to maximise their value to the organisation

Brand

- Develop and deliver long-term brand development, management and marketing approaches, including national brand marketing strategy and production of relevant branded assets, in line with global brand strategy
- Set in place balanced scorecard and other monitoring and evaluation processes for brand activities and that they are coordinated with global branding activities
- Research public opinion on brand awareness and messaging in the marketplace
- Manage use of the brand both internally and externally

Program and Campaigns

- Work closely with the Director of Programs and Campaigns and campaign management staff to ensure integration of planning, delivery and evaluation of all marketing and communications with all programs and campaigning activity.

Marketing and Communications

- Develop and manage a PR strategy that will maximize media outreach in the US market, including the use of World Animal Protection experts in the media
- Develop and manage a marketing strategy to amplify our work and supplement donor response to our work, including offline marketing promotional events
- Manage the digital communications department including the website, Internet marketing and social media to increase traction
- Manage a communications strategy that maximizes our campaign strategies
- Review internal and external communications
- Manage external agencies as and when required
- Develop and carry out a marketing strategy for celebrity participation and outreach
- Develop launch strategies for the reports that World Animal Protection produces, including panel discussions and other events that will raise awareness
- Work and form relationships with members of the media, government and other nonprofit organizations to develop new opportunities for World Animal Protection
- Manage PR/Communications and Digital Marketing/Communications staff
- Ensure appropriate evaluation of media coverage is based on strategic and audience objectives and is used as the basis of future media planning.

Fundraising

- Manage corporate partnerships and sponsorships to generate revenue
- Develop cause related marketing campaigns with corporations to generate revenue
- Set and apply expectations for delivery and accuracy of budgeting, reporting, forecasting and evaluation

Content and Creative

- Lead and ensure delivery of a national content strategy.
 - Content is information (verbal and visual, facts, stories, case studies, pictures, videos, diagrams) that audiences need from us if we are to engage them with the organization and move them to action.

- o Content strategy seeks to manage content as a strategic asset across the entirety of the organization
- Direct the provision of high quality creative services, marketing assets and materials

Digital

- Lead and direct the development of digital marketing
- Direct the delivery and maintenance of corporate website, web-based assets, social media channels and development of digital assets and applications; foster innovation and digital activity and the adherence to required processes and standards.
- Ensure digital and social approaches are embedded in all marketing, communications and fundraising plans

Qualifications and skills

- Bachelor's degree
- 10 years of proven successful experience in marketing, communications and PR
- Work experience in animal welfare and/ or international organizations preferred
- 5 years of supervisory experience
- Strong problem-solving skills and strategic plan development experience
- Excellent communications skills both written and verbal
- Proven successful development of celebrity outreach incorporated into a marketing strategy
- Successful brand marketing experience
- Experience in managing a team at a senior level
- Ability to multi-task and prioritize
- Proven experience developing and strengthening a brand
- Must have a strong work ethic and the ability to maintain confidentiality
- Organized, detailed oriented, and a self-starter
- Strong budget development and management experience
- Must love animals
- Comfortable working in a fast-paced environment
- Proven development of media contacts and a cohesive media strategy
- Must be collaborative and inspirational
- Ability to travel both domestically and internationally
- Strong proficiency in Microsoft Office

To apply, please email your cover letter and resume to recruiter@worldanimalprotection.us.org with "Director of Marketing and Communications" in the subject line.