



Pro Mujer Position Description

Position Title:	Director of Global Communications
Reporting To:	Chief Operating Officer
Location:	NYC, Mexico, or Peru
Application deadline:	February 21st, 2017

About Pro Mujer

Pro Mujer is a leading women's development organization and a mission-driven social enterprise that harnesses the power of innovation to drive transformative, sustainable ideas to scale. Pro Mujer empowers women to realize their full potential and delivers vital services that help women lift themselves out of the constant crisis of scarcity, run successful businesses, invest in their own wellbeing, and uplift their families and communities. Pro Mujer serves more than 250,000 women in Argentina, Bolivia, Mexico, Nicaragua, and Peru and employs over 2,000 dedicated people across Latin America and the US.

Over the past 25 years, Pro Mujer has disbursed more than US\$2.8 billion in small loans and provided business and empowerment training, and preventative, primary, and reproductive health care to nearly two million women, transforming their lives and those of their seven million children and family members. Pro Mujer's mandate for the next 10 years is to become a large-scale, sustainable enterprise that delivers relevant and transformative resources and tools to women in Latin America through their full life cycle.

Director of Global Communications

Pro Mujer seeks an experienced marketing and communications professional to develop and execute an integrated strategy to communicate Pro Mujer's value proposition and to raise our profile among the general public and key stakeholders, including clients, employees, partners, investors, donors, thought-leaders, media constituencies, and the public at large. The successful Director will have oversight of corporate communications, marketing, media relations, social media and branding. This role will be responsible for building and leading a multinational cross-cultural team, develop a comprehensive brand and a marketing strategy, implement an annual communication plan, set priorities, evaluate outcomes, and change course when results suggest a different approach. The ideal candidate is an effective team player, creative, resourceful, proactive and a problem-solver. The Director of Global Communications will report directly to the Chief Operating Officer, and work closely with the CEO, the Chief Relationship Officer and the senior pan regional team.

KEY RESPONSIBILITIES

- Develop and execute a global marketing and communications strategy to promote Pro Mujer's value proposition among a diverse set of stakeholders.
- Build brand awareness and differentiate our capabilities in international markets. Maintain an integrated, stakeholder-centric approach to executing brand promise clearly and consistently across the organization and all events, campaigns and communications, both internally and externally. Ensure alignment between the brand promise and the stakeholder experience.
- Supervise team of professionals in the US and in the countries of operations. Develop department structure. Hire and manage team effectively to promote coordinated brand, marketing and communications strategy.
- Oversee all aspects of the business including social media strategy, visual identity, graphic and photo assets, content creation, and the elaboration and implementation of the annual corporate communications plan.
- Oversee the marketing and communications calendar. Work with corporate and country teams to develop annual marketing campaigns (e.g., advertising, public relations, and marketing).
- Lead digital strategy. Manage an engaging and interactive presence on relevant social media platforms.
- Craft and execute media plan. Maximize earned and paid media opportunities and profiling of the organization and its people through social media.
- Draft press releases and statements; manage crisis communication; respond to media queries to secure positive coverage. Measure, report, and analyze impressions. Develop and maintain strong relationships with media representatives.
- Lead progressive marketing strategies, for the purpose of increasing stakeholder engagement. Develop and track clear metrics to evaluating marketing effectiveness and results.
- Employ stakeholder and market data, competitive intelligence, technologies and tools to stay abreast of industry trends, inform strategy and develop customer value propositions.
- Develop thought leadership strategies to ensure visibility and presence among priority audiences. Work together with the executive team to identify global trends and develop relationships with key audiences and influencers.
- Set and manage all priorities pertaining to the creation, production, and dissemination of internal employee communications for the institution's functions. Collaborate with regional teams and business lines to ensure alignment, integration, and coordinated messaging and timing of functional communications.
- Oversee process of crafting talking points and messages for CEO, Board, and senior staff. Ensure that all opportunities for the CEO are fully vetted.
- Liaise with the Development team on donor messaging and digital giving platforms. Collaborate on the creation and design of communications assets, reports, videos, graphics, photos and other donor communications.

QUALIFICATIONS AND EXPERIENCE

- **Must be fully bilingual in English-Spanish**
- 10+ years of communications and marketing leadership experience and strategic track record with increasing levels of responsibility in the field.
- Bachelor's degree in Marketing, Communications, Business Administration, or related field.
- Superior verbal, written and interpersonal skills that appeals successfully to a variety of constituencies.
- Strong storyteller with exceptional writing skills, editing and proofreading skills.
- Understanding of the latest communication and social media trends.
- In depth knowledge of marketing and communications channels across Latin America.
- Outstanding team contributor in a multi-cultural environment.
- Experience managing budget.
- Strong organizational skills and ability to manage multiple deadlines.
- Impeccable process, project management, and time management skills.
- Excellent analytical skills and presentation skills.
- Self-motivated, goal oriented, hands-on approach, strategic thinker and ability to successfully execute is critical.
- Flexible and open to new approaches and/or changes in priorities.
- A strong desire to improve the quality of life of women in Latin America.

To apply, please submit to HR@PROMUJER.org your resume and a cover letter that outlines your suitability for the role, salary expectations and the name of the site where you heard about the position. **Any applications sent directly to Pro Mujer staff will be disqualified.**