

VICE PRESIDENT, MARKETING AND COMMUNICATIONS

THE ORGANIZATION: Founded in 1994, Global Partnerships (GP) is a nonprofit leader in the emerging field of social impact investing. Based in Seattle, Washington and Managua, Nicaragua, GP invests in cooperatives and microfinance institutions that can deliver impactful, sustainable programs in one of five impact areas:

- Healthcare
- Rural livelihoods
- Micro-entrepreneurship
- Women's empowerment
- Green technology

Today GP has more than \$41.3 million invested in 35 partners in nine Latin American countries, expanding opportunities and positively affecting the lives with more than 390,000 microloans funded for people living in poverty.

THE POSITION: The Vice President (VP) of Marketing and Communications is a key, new role, instrumental to furthering GP's goals at this critical juncture in the organization's growth. Reporting directly to the CEO, this new leadership team member will introduce strategic marketing and communications initiatives to advance GP's mission. Supported by one full-time staff member, the VP of Marketing and Communications will direct all positioning, branding, communications and media activities for the organization. Working in close collaboration with two internal client groups led by the Chief Development Officer and the Chief Investment Officer, the new VP of Marketing and Communications will lead efforts to raise the profile of GP with sophisticated, key target audiences.

Specific Responsibilities Include:

- Strategic leadership in building multi-audience marketing and communications plans
- Championing the repositioning of the GP brand as a pioneer in social investing: develop and execute all aspects of a comprehensive rollout of the new messaging
- Building brand equity by identifying and implementing entrepreneurial co-marketing initiatives



Specific Responsibilities Include:

- Creating opportunities to expand GP's marketing and communications resources and footprint
- Building thought leadership stance in the emerging impact investing field; create intentional content for earned media, substantive articles in leading publications and high profile speaking engagements for GP staff
- Management of one full-time marketing and communications officer and outsourced vendor relationships
- Directing content and design of all collateral, website, e-communications, video production, strategic social media, ensuring alignment with marketing strategy and mission goals
- Proactive media relations and investor relations; serving as spokesperson for the organization



THE IDEAL CANDIDATE IS:

- Mission driven, exhibiting passion for GP's work in Latin America
- Intellectually curious and capable, with an enthusiasm for social impact investing
- Skillful at creating and leading broad based marketing and brand communications programs to further organizational goals
- Exceptional at written and oral communications
- Expert at producing succinct, versatile, compelling content across all forms of communication to raise the profile of the organization with a variety of sophisticated audiences
- Adept at creating and implementing innovative marketing programs that align with, and drive forward, the goals of an organization
- Strategic at applying the fundamental and cutting edge principles of marketing, branding and communications
- Accomplished as a manager, setting direction for staff, prioritizing limited resources, and responding confidently to multiple, competing and often shifting priorities
- Motivated to be an integral player on a committed, entrepreneurial leadership team actively addressing poverty in Latin America
- A humble doer and a thinker, willing and able to perform the highest and lowest level tasks

A minimum of eight years of marketing and communications program leadership experience, and a Bachelor's degree in a related field are required. Experience in Latin America and Spanish verbal and written fluency is advantageous.

TO APPLY: Global Partnerships is an equal opportunity employer. All qualified candidates are encouraged to apply as soon as possible. Please address a cover letter and resume to Melissa Merritt at info@waldronhr.com for immediate consideration.