



### **Position Description: Director of Communications and Strategic Partnerships**

Equal Access International, ([www.equalaccess.org](http://www.equalaccess.org)) an international non-profit headquartered in San Francisco, CA, with additional offices in Washington DC creates positive social change and empowers millions of underserved people across the developing world. With award-winning expertise in communications for social change, and funding from USG, other bi-laterals, multi-laterals and foundations, Equal Access combines the power and reach of media with direct community mobilization to implement innovative programs that create positive social change on issues such as women's and girls' empowerment; youth life skills and education; civic participation and governance; peacebuilding and CVE; agriculture and health. With country offices and large scale programs in Afghanistan, Burkina Faso, Cambodia, Cameroon, Chad, Nepal, Niger, Nigeria, and Pakistan, more than 200 worldwide staff and fourteen years of experience implementing hi-impact social change projects across Asia, Africa and the Middle East, Equal Access is actively expanding its global impact and seeks a highly motivated Director of Communications and Strategic Partnerships with experience in international development projects and campaigns, marketing and communications, and the hands-on experience to lead communications efforts to increase awareness of our brand, mission impact, and an expanded network of donors and strategic partners. Detailed information about our organization and programs is available at [www.equalaccess.org](http://www.equalaccess.org).

### **About the Position:**

The Director of Communications and Strategic Partnerships (DCSP) is an experienced, motivated and skilled marketing and communications executive who leads Equal Access marketing and communications efforts to support and advance the Equal Access mission. The DCSP leads EA's marketing and communication strategy and annual plan and oversees its implementation. In addition, the DCSP develops and secures strategic partnerships including funders among diverse institutional (corporate, media, technology, other) and individual networks. Where appropriate the DCSP will oversee or collaborate with the CEO or Program in overseeing various strategic partnerships. In collaboration with the CEO and Business Development team, our ideal candidate expands EA's outreach to corporate CSR initiatives that align with EA's mission, foundations, media companies, philanthropic efforts, and other key influencers as identified with the team. Our ideal candidate is a valued senior leader and contributes to the realization of EA's 5-year blueprint and annual goals. The successful candidate will leverage EA's successful track record in program implementation and reliable institutional partnerships in developing communications strategies that raise the visibility of the Equal Access brand, mission impact and thought leadership.

### **Primary Responsibilities**

#### ***Leadership, Vision and Strategy:***

- Lead and direct Equal Access Communications efforts. In coordination with the CEO and Business Development team, develop and implement a strategic and operational marketing and communications plan to advance Equal Access' brand identity; broaden awareness of its programs and priorities; and increase EA's visibility and its mission impact among key stakeholder audiences.
- Lead EA's branding and communications efforts from conceptualization through completion, serving as steward and guardian of the brand, and ensuring alignment with Equal Access' mission and values.
- Develop new strategic partnerships and funding opportunities that enhance Equal Access funding portfolio. Collaborate with CEO and Business Development team, to expand outreach to corporate

## *Job Description (cont'd)*

CSR initiatives, Foundations, media companies, philanthropic efforts, INGO partners and other key influencers.

- Align EA's communications products, such as newsletters, website, social media campaigns, annual reports, etc. in ways that utilize compelling storytelling, while also featuring project and/ or organization impact. Ensure overall brand consistency and strength, promoting a strong and cohesive public image for internal and diverse external audiences.
- Collaborate with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.

### ***Communications and Strategic Partnership Operations:***

- Oversee the development and implementation of the marketing and communications plan and its products, including design of a new website, the annual report, social media plans, newsletters, and related collateral. Hire and manage any contracted specialized marketing and or communication vendors such as graphic designers, website designers, on line campaign and giving platforms.
- Coordinate and leverage efforts from the CEO, Development team, social media officer and program team as required for additional content, context and support to communications efforts.
- Develop and/or direct written content for annual report, marketing collateral materials, press releases, newsletters, website, and promotional materials.
- Regularly evaluate and report on communications efforts, providing sound, actionable insights.
- Collaborate with CEO, Development/and or Program as appropriate to cultivate valuable strategic partnerships. Collaborate and/ or coordinate with CEO and Development team as appropriate on important funding pitches and written proposals.
- Collaborate as needed with the Business Development team on B2B collateral.
- Oversee the day-to-day activities of the communications function including budgeting, planning, staff, as well as inter-departmental or field to HQ contributors.
- Play a key role in planning and execution of external events such as cultivation events (EA salons), hi-level panel participation and public speaking opportunities.
- Serve as lead focal point on media interactions that promote and/or impact the organization. Exercise discernment in prioritizing public media or public speaking opportunities, and prepare talking points, speech drafts, PPT presentations or other supporting material for CEO. When strategic represent EA with the media, donors or at public events.

### **Qualifications and Skills**

- 8 years' marketing, PR and or communications experience in a senior management role either in-house, as a high-level consultant to agencies and campaigns.
- Experience and working knowledge in the field of international development.
- Outstanding written and oral communications skills; and the ability to handle highly visible responsibilities.
- Demonstrated skills in proactively building relationships with top tier corporate funders, foundation or philanthropic entities, and successfully positioning projects or services to achieve intended funding and or partnerships results.
- Superior organizational and management skills: ability to multi-task, manage teams to deadlines; apply results oriented problem solving approaches; and collaborate effectively as a team member.
- Demonstrated experience and leadership in managing a comprehensive communications or marketing program or campaign to advance a cause, or an organization's mission and goals.

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- Experience writing/editing/and or producing collateral such as newsletters, press releases, annual reports, marketing collateral and campaigns. Ability to distill complex technical information into easily digestible, public-facing communications messaging
- Strong leadership skills and proven ability to manage and motivate people
- Innovative and creative, with a track record of setting goals to guide action, measure results, making tactical adjustments when strategically advantageous
- Excellent interpersonal communication skills with co-workers, partners and donors; a team player with clear ability to interrelate and operate effectively with peers and other associates
- Strong work ethic, impeccable integrity and sense of accountability
- Ability to exercise discernment when approaching external communication efforts in high-risk environments, ensuring external communications are in line with EA's security policies and overall external communications strategies.
- A commitment to the Vision and Mission Equal Access International

### **Education**

Bachelor's degree in journalism, communications, or related field is required, an advanced Degree in related area, including topics germane to international development preferred.

We offer a competitive salary, benefits and the chance to join an innovative, dedicated and collegial international team passionate about our mission. To apply, please send a cover letter indicating your reasons for interest in the position, including your CV, and one writing sample to: [jobs@equalaccess.org](mailto:jobs@equalaccess.org). Please include "Director of Communications and Strategic Partnerships" in the title of the email.

### **Applications will be reviewed on an ongoing basis.**

Equal Access International is an Equal Opportunity Employer.

EOE M/F/D/V