HIMALAYAN CATARACT PROJECT

TITLE: Senior Communications Manager

REPORTS TO: Director of Development

LOCATION: Remote; or Vermont (Norwich or Waterbury)

ORGANIZATIONAL PROFILE:
The Himalayan Cataract Project (HCP) works to cure needless blindness with high quality, cost effective eye care in underserved areas of the world. Thirty-six million people are blind worldwide, yet 80% of this burden is treatable or preventable. Cataract is the largest cause of blindness affecting 17 million people, who could be cured with a 10-minute, $25 surgery. HCP is keenly focused on enduring solutions to avoidable blindness for under-resourced people and communities, not only providing critical care but strengthening local capacity to provide high-quality eye care to the underserved. HCP has offices in Vermont and in the Washington, DC metro area, with programs in 7 countries on 2 different continents and an estimated 75 implementing partners.

Himalayan Cataract Project is expanding its team to meet new challenges, scale its work, and broaden its reach. We are seeking individuals with an aptitude for operating in growth environments with interest and/or experience in scaling systems.

SCOPE OF WORK:
Himalayan Cataract Project celebrated its 25th year of providing transformative eye care in 2020. As we move into our next 25 years, we are looking for a Senior Communications Manager to plan, execute and evaluate strategic marketing and communications in support of HCP’s development efforts. This is a role for an expert content writer and marketing professional with strategic, creative and analytical experience.

The Senior Communications Manager reports directly to the Director of Development and also works closely with the Communications Manager and Programs staff to drive the organizational vision and support fundraising initiatives with consistent, engaging content including social media, website, online campaigns, newsletters, program reports, presentations, and donor stewardship projects that illustrates our life-transforming work to donors the public and partners. As the primary writer on the HCP team, this position will also be responsible for developing written materials about our global strategy and program priorities that will inspire individual supporters, global partners, and institutional donors.
ESSENTIAL JOB FUNCTIONS:
The ideal candidate will demonstrate a willingness to work across multiple communications channels as well as coordinate and engage staff in communications activities and opportunities. Functions by focus area include:

**Content Creation: Develop inspiring donor-facing materials and programmatic narratives**
- Craft key fundraising materials - brand awareness pieces, video scripts, website donation pages and other digital marketing content.
- Manage multiple projects and drive the content creation process from start to finish, collaborating with multiple stakeholders to gather content, edit, and deliver the most effective work product on time in a fast-paced environment.
- Create customized materials and presentations and provide editing support for Management, Development and Programs team members as needed.
- Translate technical programmatic information, country plans and patient stories into compelling narratives that can serve as a solid foundation for all global communications, monthly newsletters and fundraising needs.
- Develop reporting templates with pre-filled information about HCP’s global strategy and priority program areas, reflecting HCP’s goals, theory of change, and anticipated impact. Examples of deliverables include country overviews/updates, program portfolios, cases for support, Annual Report pieces, donor stewardship reports, and organizational positioning pieces on global eye care.
- Be an HCP brand ambassador, ensuring fundraising copy is on-brand, effective and highlights the dignity and resilience of the people we serve.
- Develop content KPIs to measure and report on content performance; optimize plans based on data and insights.
- Identify ways to further leverage existing pieces, and ways for our team to create smart pieces that can be used in multiple avenues.

**Digital Marketing & Social Media Content**
- Oversee the development, implementation, and analysis of the social media plan. May be in-house, may also utilize services of an agency.
- Oversee the content vision, digital presence, and strategic initiatives for organic social media and revenue generating efforts with focus on growth and increasing engagement and donations.
- Supervise social media content and response to comments, inquiries and direct messages.
- Strategize digital marketing growth for the organization, including website performance management, SEO strategy, Google Analytics, and Google Ads.
- Review monthly analytic reports for each social media platform.

**Communications Activity Management**
- Develop and manage the implementation of the annual Editorial Calendar for the organization.
- Manage communications team members, including Communications Manager, Digital Communications Coordinator, Fundraising Copywriter, and identify opportunities to build and enhance the communications department.
● Develop framework for analyzing performance of fundraising and social media content initiatives and establishing results-based goals/KPIs based on learning and expectations.
● Manage annual budget for communications activities.
● Responsible for website management and delegation of website content creation and collection.
● Own relationships with third parties and service providers.

All employees are expected to work as a team and to contribute to any activity that could promote the success of the organization

QUALIFICATIONS:
The Senior Communications Manager will be motivated by a passion for HCP’s mission to cure needless blindness with high quality, cost effective eye care in underserved areas of the world.

Key Qualifications
● Bachelor’s degree plus applicable level of relevant work experience in strategic communications and/or a related media relations field, with extensive knowledge of pitching stories to national media sources, developing feature story ideas and successfully executing issue-based media campaigns.
● Superior writing and communication skills, able to convey ideas and inspire action.
● Proficiency with digital content management systems, website design, and email marketing platforms required.
● Proven experience growing social media channels required. Experience with Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok.
● Demonstrated project leader who can work across multiple disciplines to deliver complete work on time.
● A master networker with strong relationship management skills, a high degree of emotional intelligence as well as a proven track-record of successful cross-team collaboration and with a diverse range of stakeholders and decision makers.
● Proactive, strategic and creative thinker that contributes original and resourceful ideas to workplace and marketing challenges.
● Possess leadership skills and be able to work independently and efficiently.
● Demonstrate a healthy balance of creative, editorial and technical skills.
● Demonstrates self-awareness, cultural competency and inclusivity, and ability to work with colleagues and stakeholders across diverse cultures and backgrounds.

Preferred Experience
● 5+ years experience in NGO content production and management
● 3+ years experience in the field of public relations, communications, ad agency, and/or marketing
● Experience with humanitarian health care-related subject matter
● Experience supporting content marketing campaigns
● Flexible and able to move quickly on fast-breaking assignments
• Excellent organizational, time-management and leadership skills with proven abilities in coordinating people and operations
• A creative and collaborative spirit with outstanding communication and people abilities
• Deadline-driven and able to write copy quickly
• Ability to take feedback well and adjust content accordingly
• Creative and able to drive innovation

WORKING WITH HCP:
Himalayan Cataract Project is a high-energy and fast-paced organization. We work to change eye care in the developing world with a firm commitment to eradicating unnecessary blindness and reaching the unreachable patient. We are a small team where everyone plays an important role and has an impact. We hire individuals who are professional, collaborative and creative thinkers with a passion for our mission.

To Apply
We invite qualified candidates to submit a resume and cover letter. Please send materials via email to: jobs@cureblindness.org

Himalayan Cataract Project considers all applicants on the basis of merit without regard to race, sex, color, national origin, religion, sexual orientation, age, marital status, veteran status or disability.