



# DIRECTOR OF MARKETING AND COMMUNICATIONS

## Job Description

### About Women Moving Millions

Women Moving Millions is a dynamic, impact-led community on a mission to catalyze resources to power the movement for gender equality. Our 400-strong membership has collectively committed over \$1B to improve the lives of women and girls. Through collaborative leadership (resources, social capital, and expertise), we seek to drive greater impact and accelerate progress. By transforming how we give and invest, we remove barriers for leaders and innovators, inspiring bolder investments from a diverse ecosystem of funding partners. Together, we are building a world where all women have full autonomy, freedom, and agency over every aspect of their lives.

Our core values and beliefs, which guide our work, can be found here:

<https://womenmovingmillions.org/about/>

### The Opportunity

Women Moving Millions is seeking an experienced **Director of Marketing and Communications** to provide strategic direction and operational oversight for WMM's comprehensive marketing and communications efforts, ensuring alignment with organizational priorities and strategic goals to bring WMM's mission to life. This position will develop the annual communications and marketing strategy and oversee the execution.

Strong candidates will thrive in a collaborative, fast-paced environment that requires juggling multiple priorities at the same time and will have the ability to balance strategic thinking with execution in a small-team setting.

### Job Title:

- **Job Title:** Director of Marketing and Communications
- **Location:** New York, NY (hybrid); Remote (East Coast preferred) candidates welcome
- **Compensation Range:** \$115,000 - \$140,000
- **Time Commitment:** Full time
- **Start Date:** ASAP

### Key Responsibilities

- Develop, implement, and regularly assess an integrated communications and marketing strategy aligned with WMM's mission, values, and strategic priorities.
- In collaboration with leadership, set the editorial vision, messaging frameworks, and content priorities across channels, ensuring consistency and alignment with narrative strategy.
- Build the annual communications and marketing workplan to support the strategy, ensuring alignment with organizational priorities and the events calendar.
- In partnership with the program and member engagement teams, develop innovative communications and engagement strategies that ensure members receive timely, relevant, and actionable information about Women Moving Millions, its partners, and developments across the broader gender equality ecosystem.

- Oversee 20th anniversary campaign planning, messaging development, creative production, and marketing assets.
- Safeguard and oversee brand expression across digital, print, social, and event materials, maintaining an exceptional standard of visual quality and consistency.
- Oversee website strategy, including strategic oversight of digital storytelling, online engagement, and multimedia content initiatives.
- Lead the development and execution of email marketing campaigns that drive engagement and growth, using performance data and audience insights to continuously refine strategy and optimize the experience for members and external community.
- Supervise the Communications Manager whose responsibilities include member-facing communications, social media, and website management providing clear direction, professional development support, and regular feedback.
- Oversee vendor relationships for public relations support, ensuring alignment with internal strategy.

### **Qualifications**

- Exceptional project management skills
- Demonstrated ability to develop analytics-informed marketing and storytelling strategies that improve engagement over time.
- Strong understanding of brand strategy, visual identity systems, and design principles, including typography, layout, imagery, and brand expression, with the ability to ensure consistency across all marketing channels.
- Experience with email marketing strategy, audience segmentation, marketing automation, and performance analytics.
- Experience with website management, Google Analytics, SEO, and search best practices, with the ability to use data to improve website performance and audience reach.
- Knowledge of emerging digital marketing trends, platforms, and technologies, with the ability to identify and use new approaches.
- Understanding of member networks a plus

### **Equal Opportunity**

Women Moving Millions is committed to the diversity of its workforce and strongly encourages applicants from all cultures, races, educational backgrounds, socio-economic classes, sexual orientations, age, gender, and physical abilities to apply. We do not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, age, disability, familial status, marital status, caregiver status, or any other category protected by applicable federal, state, or local law.

**To apply for this position, please submit your resume, cover letter, and additional responses via [this form](#).**