



Director, Content and Integrated Marketing

Job Description

Job Title:	Director, Content and Integrated Marketing
Level and Grade:	Director, 90
Job Type:	Full-time
Reporting Manager:	Senior Director, Marketing and Communications
Department:	Human Resources
Office:	HQ
Date:	October 25, 2021

About Corus:

Corus International is the parent of a family of world-class organizations working to deliver the holistic, lasting solutions needed to end extreme poverty once and for all. We are a global leader in international development, with 150 years of combined experience across our brands. Our nonprofit and for-profit subsidiaries include IMA World Health and its fundraising brand Corus World Health, Lutheran World Relief, CGA Technologies, Ground Up Investing, and Farmers Market Brands. Our more than 800 employees around the globe are experts in their fields and dedicated to helping the world's most vulnerable people break the cycle of poverty and lead healthy lives.

At Corus we believe that good only grows stronger and we reflect that belief in our workplace culture. We value every employee's specialized area of expertise and nurture professional growth. We promote an engaging and supportive work environment, where employees feel enabled and driven to innovate, learn and collaborate. And because our subsidiaries often function as partners, our employees have the opportunity to work across our enterprise family.

Corus is committed to diversity, equity and inclusion in our worldwide workplace, and we believe that social justice and respect for the human dignity of every person are fundamental to all we do as an organization.

Further details about the organization can be found at: <https://corusinternational.org>

Job Brief:

Position Summary:

The Director, Content and Integrated Marketing is a marketing maestro, orchestrating multi-channel campaigns with precision, aligning messaging and assets across channels. This position develops and leads content strategies that reflect and reinforce the value proposition of each brand and propel us to reach revenue goal. A brilliant writer, this position brings a passion for words and audience-centric copy to serve as a managing editor across all content initiatives for fundraising organizations within the Corus family, including Lutheran World Relief and Corus World Health.

Key Result Areas:

The success of this role is measured by the following KRAs:

- Quality and quantity of content
- Audience-centric and on-brand communications
- Alignment of content and marketing strategies with fundraising goals
- Revenue growth attributable to content strategy

Roles and Responsibilities:

Leadership and Management:

- Manage a team of content and creative professionals, including internal writers and external/consultant writers, photographers and videographers. Understand team workloads and evaluate and hire additional consultants as needed.
- Serve as managing editor with a focus on editorial quality, brand voice and SEO. Grant final approvals on content for fundraising organizations within the Corus family.

Strategy & Knowledge Development & Implementation:

- Develop and lead content strategies that align with and propel us to reach revenue goals, and reflect and reinforce the value proposition of each brand.
- Institute content and marketing KPIs in coordination with the digital marketing team.

Policies and Procedures: Establish standards within the Marketing and Communications team for production, productivity and quality, making adjustments and/or implement new processes when needed.

Communication:

- Orchestrate multi-channel campaigns with precision, aligning messaging and assets across channels. Oversee production of campaign deliverables.
- Serve as a marketing communication advisor to External Relations and Engagement program managers.
- Ensure the generation of appropriate, relevant and timely content (for digital channels and hard copy publications) that connects with and captures the attention of philanthropic donor audiences.
- Create and manage a content calendar mapped to business objectives and donor journeys.
- As needed, write copy for fundraising organizations within the Corus family.
- Lead the planning of content gathering trips to international projects that meet fundraising and positioning needs. Collaborate with regional and country teams to plan logistics and communicate trip goals.

Supervisory:

This role reports to the Senior Director, Marketing and Communications

This role has 1 direct report(s) and manages multiple (3-5) consultants.

Education: Bachelor's degree in Marketing, Communications, English or related field.

Qualifications:

- At least 10 years of experience in non-profit, cause-related or for-profit marketing with a record of accomplishments and results.
- Experience in fundraising communications strongly preferred.
- Masterful writer with strong fundamental skills as well as demonstrated creative capabilities. Brilliant copywriter and wordsmith, with the ability to craft language for multiple brands and audiences. *Second round applicants will be asked to submit a writing sample and to edit a brief piece of copy.*
- Experience managing a team. Ability to effectively delegate tasks and assignments.
- Expert-level understanding of marketing principles and experience with practical application.

- Strong understanding of story assets (text, images, audio, video) and how/when to combine them for maximum impact. Experience leading all aspects of integrated marketing initiatives.
- Strong understanding of the evolving digital media landscape
- Experience directing and working with consultants.
- Experience developing and managing marketing and communication budgets.
- Project management experience and familiarity with project management applications.
- Expert editing skills.
- Familiarity with AP style.
- Keen sense of newsworthiness.
- Proficiency in Microsoft Word and familiarity with Microsoft 365
- Knowledge of web CMS to create landing pages.
- Understanding of SEO and SEM.
- Familiarity with Lutheranism, church structures, and church member motivations and sensitivities preferred.

Other Duties:

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities for the position. Duties, responsibilities and activities may change at any time with or without notice. All positions are required to perform any additional tasks assigned by the supervisor. Global positions that are bound by contracts will not be changed without notice and approval.

Working Conditions, Travel and Environment

Travel up to 10% to precarious settings under high security risks and/or very basic living conditions and outside weather conditions, as well as to infectious diseases.

Diversity, Equity, Inclusion and Zero Tolerance to Abuse

As a member of the Corus Family, each employee is expected to:

- Help to develop and maintain an environment that welcome and develop a diverse workforce.
- Foster a work environment where everyone feels valued and included.
- Support employees' evaluation and promotion processes based on skills and performance.
- Promote a safe, secure, and respectful environment for all members of Corus family, stakeholders in general, and particularly for the communities we serve.
- Follow Corus Code of Conduct helping to prevent any type of abuse including workplace harassment, sexual abuse and exploitation, and trafficking in persons.
- Adhere to the Organizational Core Values

<p><i>Corus International prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, age, national origin, disability status, sexual orientation, protected veteran status, or any other characteristic protected by U.S. or International law.</i></p>
