



HIMALAYAN CATARACT PROJECT

TITLE: Communications Manager

LOCATION: Vermont (Norwich or Waterbury)

ORGANIZATIONAL PROFILE:

Himalayan Cataract Project (HCP) works to provide critical eye care services, training for health professionals, and enhanced eye care infrastructure throughout the developing world where lack of access to eye care results in unnecessary blindness. **Thirty-nine million people are needlessly suffering from blindness worldwide, 18 million of whom are blind from treatable cataracts that can be cured with a 10-minute, \$25 surgery.** HCP has offices in Vermont and in the Washington, DC metro area, with programs in 7 countries on 2 different continents.

This is an exciting time for the Himalayan Cataract Project. With increased exposure and visibility (MacArthur Foundation *100&Change* Semi-Finalist, April 2017 *60 Minutes* feature, and March 2018 NPR feature), we are expanding our team to meet new challenges, scale our work, and broaden our reach. We are seeking individuals with an aptitude for operating in growth environments with interest and/or experience in scaling systems.

SCOPE OF WORK:

The Communications Manager will work collaboratively with organizational leadership to develop and implement communication strategies to increase visibility and credibility of HCP mission, to enhance HCP brand identity, and to support resource mobilization from every channel through diverse print and electronic communications. The Communications Manager will create written content with a consistent voice, manage communications tools, and coordinate work of a Digital Communications Coordinator and communications vendors including web developers, digital marketing firm, content producers and graphic designers.

ESSENTIAL JOB FUNCTIONS:

The ideal candidate will demonstrate a willingness to work across multiple communications channels - including electronic/new media, marketing and print materials, media relations, and presentations - as well as coordinate and engage staff in communications activities and opportunities. Functions by focus area include:

Communications Management & Strategy

- Develop, implement and evaluate an annual communications plan for the organization, aimed at integrating online and offline communications look and feel to enhance HCP brand identity
- Manage the growing Communications team, including part-time Digital Communications Coordinator and communications vendors
- Collaborate with Development team to support communications-aspects of appeals, campaigns and major media coverage

Content Creation

- Continuously refine communications products and channels including content for print materials, mobile and main website, social media platforms, and outbound electronic marketing and communications such as Newsletters, eBlasts and reports
- Create content for inspiring and persuasive presentation and marketing materials including Annual Report, brochures, PowerPoint/Keynote presentations and other products as desired
- Support the development of reporting templates for use with Development and Program departments
- Create and maintain organization's talking points
- Maintain online press kit containing press-ready galleries and press releases

Communications Tools Management

- Manage and update website and social media channels
- Maintain list of media contacts and track media placement
- Manage relationships with key bloggers, blogger networks and influencers
- Organize and maintain still image and video library

Communications Vendor Coordination

- Coordinate organizational response to inquiries about HCP and develop consistent response to standard inquiries
- Analyze web traffic, page views, "stickiness", and conversions and monitor website, social metrics and technical performance to ensure effective operations and to identify trends. Provide required monthly reporting on website usage.
- Coordinate final production of print materials with consistent look and feel, working with creative design firm and/or graphic designers,
- Manage design and content changes to website

Other Responsibilities

- Keep an up-to-date schedule of work, news, and thought-leadership pieces in order to track the communications pipeline
- All employees are expected to work as a team and to contribute to any activity that could promote the success of the organization

QUALIFICATIONS:

- Bachelors degree, plus four years experience in Communications and/or PR
- Excellent writing, editing and verbal communication skills
- Experience managing employees and vendors
- Demonstrated ability to take knowledge and transform it into exciting and useful messages and disseminate it to the right audiences through the best distribution channels
- Highly collaborative style; experience developing and implementing communications strategies with multiple partners, priorities and short-time frames
- Ability to manage and complete multiple projects, meet frequent deadlines, establish and act upon organizational priorities
- Dynamic, energetic, team-player with strong work ethic, confidence and sense of humor
- Sincere commitment to work cross functionally with other departments and constituent groups
- Experience in social media strategy

- Experience with content-managed websites; experience with Expression Engine a plus
- Able to demonstrate previous experience, including work examples (e.g. writing samples or portfolio)

To Apply

Please submit cover letter and resume 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.