Communications Manager

Reports to: Director of Partnerships
Location: United States, remote – (willing to consider candidates in the following states in which D-tree is registered: Washington D.C., Maryland, Virginia, Massachusetts, New Hampshire, Tennessee (pending registration)
Start Date: March 2022

Who we are

D-tree International is on a mission to radically improve health systems through innovations in digital technology. We work through partnerships with Ministries of Health and NGOs to understand local health system challenges and opportunities and improve the accessibility, quality, and accountability of healthcare delivery to achieve wellbeing for all. A key aspect of our work is our end-to-end partnership, in which we also support partners to use systems thinking to roll out, implement and monitor programs and facilitate a culture of data use among multiple stakeholders.

D-tree has grown considerably in the past 3 years with funding from bilateral donors such as USAID, multilateral organizations such as UNICEF, and private foundations such as Gates Foundation, Foundation Botnar, and Conrad Hilton Foundation. We have an excellent track record and strong reputation as one of the original pioneers in digital health, with active programs in Zanzibar, Tanzania, Malawi, and Zambia. Our work involves extensive collaboration with governments, donors, local and international health implementers to improve the lives of the people we serve. Evaluations of D-tree’s programs have demonstrated significant health system impacts from D-tree’s digital programs—including reductions in maternal mortality, increase in facility delivery rates and follow up, and improved health worker performance.

At this stage in D-tree’s development, we are recruiting an experienced Communications Manager to work closely with our executive and global program teams to strengthen our global brand, advance our programmatic objectives, and position D-tree as a thought leader through strategic communication campaigns and high-quality digital content.

Who you are

We seek an experienced communications professional capable of helping us to both refine and improve our organizational communication strategy, as well as roll up their sleeves and lead its day-to-day execution. We are ideally looking for a candidate with experience in global health, who is familiar with the digital health landscape—but the priority is that you have a solid communications background working with a mission-driven organization to tell their story and increase visibility. You are an engaging storyteller who is willing to dive in and make a lasting contribution as the communications lead within D-tree. You enjoy creating inspiring, high-quality written content, and are an excellent project manager, able to manage work plans and coordinate inputs from people across the organization with tight deadlines.

What you will do

You will oversee D-tree’s external organizational communications efforts—an exciting and mission-critical function for us at this stage in our growth, in order to elevate our brand and share our impact. You will execute a comprehensive communications plan to support our organizational goals. This will include creative
campaigns to inform, inspire, and engage our global audience about D-tree’s work and tell the story of our impact. In your day-to-day responsibilities, you will collaborate with our global teams to gather stories, key insights and lessons and lead activities to communicate our work to a global audience to ensure it receives maximum exposure and benefits the global health community.

**Key Responsibilities**

**Create inspiring content**
- Lead D-tree’s communications efforts and create inspiring, meaningful and memorable content linking D-tree’s work to the broader field of global digital health and development.
- Author high-quality organizational marketing materials ranging from blogs and project briefs to editorials and press releases.
- Lead the development of D-tree’s annual report to share our impact in a meaningful and inspiring format.
- Create graphical and written social media content that communicates the human impact of D-tree’s work to the broader field.

**Plan and execute communication efforts**
- Develop an editorial calendar to manage reporting, blogs, and online content on an annual basis.
- Regularly publish material on social media channels and track user engagement to grow our reach.
- Plan and execute targeted digital communication campaigns in support of key organizational milestones, unique contributions, or fundraising goals.
- When relevant, pitch story ideas to regional, national, and global industry media outlets to secure coverage of D-tree’s work and amplify visibility.

**Coordinate communications across the organization**
- Manage D-tree’s visual brand and messaging to ensure consistency across the organization and adherence to our brand guidelines.
- Support program teams in developing donor reports which include human-impact stories from our work.
- Coordinate D-tree’s presence at key conferences and industry events, supporting related presentations and collateral materials, and attend events as a representative of the organization.
- Manage relationships with communications firms, graphic designers, writers and other contractors as needed to support implementation of strategic communications plans.
- Build communications skills among our global program teams Tanzania, Malawi, Zambia (and potentially elsewhere as we expand) so they can regularly contribute stories from our work. We’re looking for someone who is willing to sit with and learn from our diverse global teams to help them share their stories and diverse perspectives in an authentic way.
- Work closely with project leads in D-tree’s core geographies to capture project successes and lessons and ensure that these are effectively shared with the wider field of digital health.

**Qualifications**
- Minimum Bachelor’s degree in Communications, PR, marketing, or related field required; advanced degree preferred.
- At least 5 years of communications or PR experience, with preference given to experience in the non-profit and/or global health space.
• Proven excellence in interpersonal communication, teamwork, and organizational skills—ideally in the context of a global, intercultural organization.
• Demonstrated project management experience, with the ability to coordinate a team towards a shared vision with a set timeline
• Skilled storyteller with outstanding writing, presentation, and communication skills and editorial expertise.
• Demonstrated self-starter with keen sense of responsibility, ownership, and pride in delivering quality results with close attention to detail.
• Knowledge of Adobe Creative Suite products (InDesign, Photoshop), as well as content management in WordPress and social media platforms (LinkedIn, Twitter, Instagram, etc.)

**Salary Range:**

$65,000 to $78,500 USD annual salary inclusive of all cash compensation

Note: Starting salaries typically fall in the lower half of the salary range; however, they are ultimately determined by the scope of the position, the candidate's relevant experience, and internal equity.

**Application information**

To apply for this role please follow the instructions below. Applications which do not meet these requirements will not be considered.

To apply for this position, please fill in [this google form](#).

You will need to include:
1. Cover letter, clearly and concisely explaining how you meet the required skills and experience specified above
2. Your current Curriculum Vitae (CV) or resume, showing your work history & achievements
3. Sample work product illustrating your ability to create inspiring content

**Deadline for applications: Open until filled**

*Candidates must have legal authorization to work in the United States and based in one of the states noted above. We are unable to facilitate remote work from another location outside the states listed under work location.*