Position Description | Communications Director

Cooper/Smith is a technical assistance organization that focuses on improving the efficiency and effectiveness of development programs. We work with host country governments and development organizations to assemble and analyze complex information, translating data into meaningful solutions that create lasting effect. We are a growing start-up that operates at the intersection of health and data, by bringing expertise in economics, decision analysis, results management, program evaluation, research design, health policy, and software development. Our funders include the Bill and Melinda Gates Foundation, Global Fund, World Bank, USAID, the Digital Impact Alliance, and Georgetown University. Founded in 2014, our solutions have supported more than 20 projects in a dozen countries throughout Africa and Asia.

We are looking for a Communications Director to help us get our message and outputs shared with a broader audience. You will work closely with our executive management team to develop and execute our communications strategy. You will be responsible for working with the technical and project management teams to document project briefs, technical reports, lessons learned, journal publications, and other external communications materials. You will also oversee all activities related to graphic design, social media, and website management. This is a crucial position to help us document success, share with countries, and help us grow.

Duration: This is a long-term, full-time position.

Location: Flexible; Washington, D.C., preferable; Required travel (up to 20%)

Who We Are

- A dynamic team with extensive experience in strategic planning, results management, efficiency analysis, modelling, operational research, and digital health
- Innovators, solutions specialists, champions of collaboration, and global citizens with professional experience in over 35 countries
- Lovers of hard work, good laughs, and passionate about delivering solutions and results with broader social value

Who You Are

- A highly curious thinker who is self-motivated and results-oriented, can deliver on tight deadlines, and motivated by the opportunity to help grow a young organization.
- A person who enjoys a challenge, can describe nuance and complexity, and is ultimately driven to produce creative solutions rather than focus on obstacles.
- Someone who seeks to frame their work in the big picture [the 'why?'], but equally attends to the details in getting there [the 'how?'].
- Someone passionate about the use of measurement and data to improve management, performance, and program effectiveness.
- Someone who thrives in a flexible work environment; can manage competing demands and adapt to shifting priorities; uses good judgments working in stressful situations; and enjoys working with a diverse, global team.
Position Description | Communications Director

Responsibilities

- Establish and execute an organizational communications strategy.
- Prepare and manage all external communications materials, events, and publications.
- Emulate and maintain brand integrity across all platforms including written materials, website, and social media channels.
- Develop contacts with media outlets, industry networks, and conference organizers to increase brand awareness and strengthen the dissemination of program learnings, outputs, etc.
- Support the technical team in packaging and disseminating key products to be shared with the broader international development community, including academic publications.
- Oversee a team of consultants supporting graphic design, technical writing, and other specialized communication professionals.
- Assist in the creation of digital, video, audio and print content.
- Track engagement across various platforms and make data-driven decisions.
- Manage attendance and the presentation of materials at industry events and conferences.
- Manage a communications budget and oversee program specific communications costs, in coordination with project managers.
- Manage all social media and blog activities, in line with the organizational communications strategy.

Required Skills

- Professional fluency in English, French highly preferable.
- 5+ years of experience, serving in a managerial role in the field of communications or a similar role for an international organization.
- Experience developing content and oversee strategies for global health or monitoring and evaluation projects/organizations.
- Excellent writing skills, with ability to distil complex, technical content to material appropriate for broader public circulation.
- Experience working with WordPress, Twitter, and other social media platforms.
- Experience working with multidisciplinary teams in international settings and familiarity with commonly encountered organizations in international development (donors, multilaterals, consulting firms, etc.)
- Analytical thinker, comfortable working with quantitative and qualitative outputs for broader consumption.
- Bachelor’s Degree in communications, marketing, or global health.

Application Requirements

Eligible and interested applicants can submit their CV, two writing samples, and cover letter to jobs@coopersmith.org. Please include the position description in the subject line. Applications will be reviewed on a rolling basis.