POSITION ANNOUNCEMENT

Director of Marketing and Communication

Position Overview: The Director of Marketing and Communication is responsible for how the world sees Project C.U.R.E. The Director of Marketing and Communication oversees all marketing and communication to create the message, manage the brand and execute the successful communication of Project C.U.R.E.’s mission to deliver life-saving medical relief to the neediest people in the world.

Responsibilities: The Director of Marketing and Communications serves all of the C.U.R.E. Communities including the distribution warehouses and collection centers. The Director will create the organization’s marketing and communication strategy, developing a robust S.M.A.R.T. plan to reach the relevant audiences, managing a team of volunteers to assist in the mission, and executing a well-crafted plan to support the work of Project C.U.R.E. around the world. This role also manages the agency providers, consultants, freelancers, and other suppliers, including contract negotiation and management.

Printed Materials: The Director oversees the design and creation of printed materials necessary to communicate the message of Project C.U.R.E. including:
- Program Collateral – the packets, pamphlets, posters, business cards and other traditionally printed material to distribute at meetings, programs, posters and other items used at fundraising, volunteer and promotional events;
- Recurring Publications – including the Annual Report, C.U.R.E. Connections monthly update, annual Holiday appeal, quarterly Communique newsletter and other printed pieces designed for distribution and fundraising;
- Internal Materials – materials for use with the team at Project C.U.R.E. such as C.U.R.E. Corps volunteer training, C.U.R.E. Clinic/College, onboarding, Town Hall meetings, and other items as needed.

Digital Communication: The Director manages the digital communications platform for all of the Project C.U.R.E. Communities including:
- Social Media Presence - centralize organizational messaging through Facebook, YouTube, Twitter, Instagram, LinkedIn and other platforms;
- Website – manage content, design, layout and function of the Project C.U.R.E. website (knowledge and experience with WordPress is essential);
- SEO/PPC – measure and report the results of online and paid media interest in Project C.U.R.E.’s mission through keyword and search engine optimization, Google ad-words and analytics.
- Compliance – ensure Project C.U.R.E. compliance with national and international regulations for digital marketing and communications;
- Internal Communication – distribute key messaging to “internal” audiences such as staff, donors and volunteers;
• Campaign Management – create and manage online giving campaigns including Giving Days, Combined Federal Campaign, C.U.R.E. Clubs subscription marketing and others, utilizing technology such as text-to-donate and incorporate e-tools into fundraising campaigns. (A working knowledge of Click Dimensions or similar email marketing client is preferred);
• Event Promotions – promote fundraising events, volunteer opportunities, Kits programs and other events to potential participants.

**Promotional Materials:** the Director is responsible to design and create materials that will be used as promotions, branding and identification for the organization, including:

• Wearables – items such as shirts, jackets, water-bottles, hats, visors and other items to communicate the brand of Project C.U.R.E. through team members, volunteers and participants;
• Commemoratives – awards, trophies, donor recognitions and artistic works;
• Leave Behinds – including backpacks, pins, mouse-pads, notebooks, pens and other items.

**External Media:** the Director is responsible to engage the traditional public media to deliver the Project C.U.R.E. message in the following formats:

• Audio/Video Production – create and deliver the Project C.U.R.E. message through various audio/video productions such as YouTube videos, podcasts, blogs and other distribution methods;
• Press Releases – “pitching” the stories of Project C.U.R.E. to television, radio, newspaper, magazine and broadcast outlets;
• Advertising – exploring unique methods of distributing the Project C.U.R.E. message to new audiences.

**Qualifications:** The Director of Marketing and Communication must demonstrate alignment with Project C.U.R.E.’s mission and core values, and possess the internal motivation and passion to address the healthcare inequalities in the developing world in a sustainable manner. The ideal candidate for the position demonstrates the following qualities:

• Is qualified: Holds a bachelor’s degree and has at least five years of demonstrated marketing and communication success, and is well versed in both the technology and trends of the field.
• Is creative: Creates new, engaging messages and possibilities for the organization; intentionally seeks and studies ideas from a multitude of inspirational sources.
• Is goal oriented: Manages to metrics, OKR’s and Key Performance Indicators, including meeting or exceeding goals/objectives, monitoring performance and reporting results; is a “self-starter” who is internally motivated and does not require significant supervision.
• Develops people: Recruits, inspires and leads volunteers, mentees and interns to achieve goals within the context of building a “performance culture.” Is accessible to volunteers and associates at all levels, interacting consistently, openly and honestly to assure everyone is treated with dignity and respect.
• Works well with others: Utilizes excellent relationship management and interpersonal skills; the ability to work effectively with donors, board members, volunteers, staff and interns; displays mature judgment, high emotional intelligence and effective communication skills.
• Is fiscally responsible: To continue to meet the efficiency goals of Project C.U.R.E., the Director of Marketing and Communications must be accountable for expenditures, secure in-kind sponsorships and leverage relationships to reduce operating costs by negotiating discounts and benefits with vendors and venues; must meet budget and resource challenges to maximize the
• organization’s net revenue goals.
  • Is a recognized leader: Continually seeks learning and self-improvement, maintains the highest ethical standards and values, and encourages others toward higher levels of effectiveness.
  • Is a capable communicator: Demonstrates effective communication skills in writing, interpersonal communication and public speaking; understands the importance of listening.
  • Is self-motivated: Has an obvious passion and enthusiasm for saving lives and strengthening health infrastructure systems in the developing world with an attitude of tenacity and determination.
  • Is focused and well organized: Is prepared, conscientious, effective and able to prioritize in an environment with multiple deadlines, simultaneous demands and complicated schedules.
  • Is teachable: Has an attitude of openness, is eager to learn new things, and does not get stuck in a repetitive pattern of doing the same things the same way for too long. Can quickly comprehend complex concepts and will accept instruction.

**Compensation & Benefits:** This position offers competitive compensation including health insurance, paid vacation, national holidays, and a 403(b) plan. The salary range for a Director position at Project C.U.R.E. is from $75,000 to $100,000 depending on the individual’s qualifications, experience and education.

**About Us:** Healthcare in many developing countries is a global crisis. The severe lack of healthcare disrupts social and economic stability in almost every developing nation. Disease causes nine-out-of-ten preventable deaths in developing nations among children and adults. Millions of children under the age of five die each year from preventable disease, and more than 70% of these deaths occur from pneumonia, diarrhea, measles, malaria and malnutrition.


On average, the value of a Project C.U.R.E. Cargo container is worth approximately $400,000 (wholesale), providing an amazing 20-to-1 “return on investment.” Project C.U.R.E. operates Distribution Centers in Denver, Phoenix, Houston, Nashville, Philadelphia, Chicago, and Kansas City, where 30,000+ volunteers sort more than 26,000 types of non-perishable medical supplies and certify medical equipment for shipment abroad. Project C.U.R.E. also operates 12 Collection Centers from Ithaca to Sarasota and Portland. Project C.U.R.E. receives both new and quality used medical items from hundreds of hospitals throughout the United States and medical manufacturers, such as Stryker, Medline, Medtronic, Kimberly-Clark, Steris, and Hill-Rom.

Project C.U.R.E. operates on 2.5% administrative overhead and has earned numerous awards for being the industry leader in international medical donations. Project C.U.R.E. is recognized as a four-star organization by Guidestar, ranked a Platinum Participant by Charity Navigator and was ranked by [Forbes](https://www.forbes.com) magazine as one of the 20 most cost-effective nonprofits in the United States.
Mission: The mission of Project C.U.R.E. is to identify, solicit, collect, sort and distribute medical supplies and services according to the imperative needs of the world.

Core Values:

• Credibility and Integrity ~ We will be honest. We won't make promises we can't keep, and we will keep the promises that we've made.

• Partnership ~ We seek to assist other individuals and organizations that share our common vision.

• Creativity and Ingenuity ~ We will endeavor to pioneer new ways of meeting the needs of others, being stewards of our resources and solving problems—from the small inconveniences to the major obstacles.

• Stewardship ~ Despite the fact that most of our assets are donations, we will remember the source and value of these and treat each as a gift.

• Excellence in Service ~ We will do our best work in meeting the needs of one another, our donors, our partners, and the sick and dying around the world.

• Information and Competence ~ We will become experts in our area of service. We will gain an increasing body of knowledge and expertise to be used, together with these other objectives, to see our vision become reality.

• Attitude ~ We will respect and honor others in the way that we treat them. We will strive to remain pleasant, positive and optimistic in all circumstances.

To Apply:
Applicants should submit a resume and cover letter via email to:
Julie Topka, Executive Administrator to the President/CEO
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