



Director of Communications Position Description

Seed Global Health is a 501(c)3 non-profit entity that strengthens health education and delivery in places with dire shortages of health professionals by working with partner countries to meet their long-term health care human resource needs. Seed develops powerful partnerships to strengthen health systems globally by investing in human resources for health (HRH).

Seed Global Health focuses on education, practice, and policy as three ways our staff – and the educators we place with partner institutions – can help strengthen the local health workforce in Africa. By investing in long-term partnerships for improved health professional education, we help to create a stronger, more sustainable health workforce that is both locally led and better able to meet local health needs.

For more information, please visit www.seedglobalhealth.org

The **Director of Communications** will be a mission-focused, well-rounded, and creative communicator. S/he will have experience building the brand and telling the story for a dynamic, expanding and inspiring enterprise. The Director of Communications will report to the CEO and provide support across the organization. Responsibilities will include but are not limited to:

Department Management:

- Set a vision for the role, strategy, and implementation of professional communications within Seed
- Position Seed as a leader in HRH, health workforce strengthening, and global health
- Oversee country-level communications activities (i.e, local advocacy planning) in partnership with country directors, staff, and consultant(s)
- Create an annual work plan and communications budget that defines Seed's communications activities, in alignment with annual organization work planning and Seed's strategic plan
- Manage relationships with external vendors/consultants

Media and Messaging:

- Develop and maintain an organization-wide messaging platform, including creation of case-specific messaging as needed for use by members of the Seed team and Board of Trustees.
- Maintain a Seed visual identity and advocate for its consistent use across the organization
- Serve as lead media point of contact and relationship manager for Seed
- Pitch and place stories in targeted media markets, including in-country media

Events and Thought Leadership:

- Advise on CEO's speaking calendar and public engagements, preparing the CEO appropriately for activities with briefing information, talking points, etc.
 - Advance understanding of Seed's unique model and help equip and train internal
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stakeholders - staff, board, and alumni - with needed information and materials to serve as effective surrogates and ambassadors

- Manage Seed's membership in various membership organizations/advocacy groups and participate actively on Seed's behalf in support of Coalition communications activities

Online Presence and Fundraising Support:

- Manage and maintain all digital platforms, including Seed's website (Wordpress), email lists (MailChimp) and social media accounts (Facebook, Twitter, Instagram)
- Create a social media approach that increases Seed's visibility and builds our community of online supporters and oversee its implementation
- Compile and disseminate organizational newsletters
- Create and maintain metrics dashboard tracking engagement and growth across properties
- Support identification of funding opportunities through research, social listening, etc.
- Oversee deployment of digital communications assets for online fundraising, crowdfunding, and development-related social and web campaigns

SKILLS/ABILITIES/COMPETENCIES REQUIRED

- Bachelor's degree required; graduate-level training and/or degree(s) in Communications, Public Relations, and/or Public Health preferred.
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with outside media and communications professionals, senior management, Seed Global Health's Board of Directors, and staff.
- Ten years of professional experience in a communications role, ideally with a non-profit and preferably in a leadership role with a global health focus.
- Exceptional organizational, time and resource management skills and excellent judgment and creative problem-solving skills.
- Ability to work well both independently and as part of a multidisciplinary team.
- Strong computer skills, including command of the Microsoft Office suite.
- Demonstrated cross-cultural sensitivity and ability to build respectful relationships with colleagues from different cultural, linguistic, and educational backgrounds.
- Personal qualities of integrity, credibility, and dedication to the mission of Seed Global Health.

WORKING CONDITIONS

- Based in Boston.
- Up to 15% travel may be required, including both domestic and international travel.

COMPENSATION

- Competitive base salary commensurate with experience, as well as health, dental, disability, 401(k), and vacation benefits.
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