

## POSITION PROFILE

# Chief Marketing Officer

Americares

Flexible Location





# ABOUT AMERICARES

Americares mission is simple: to save lives and improve health for people impacted by poverty or disaster so they can reach their full potential. The work we do to achieve our mission is significantly more complex, and full of stories that have the power to inspire others to action. We are an emergency response organization, deploying teams to meet the needs of survivors of disasters and crises, natural or man-made. We are a leader in providing access to lifesaving medicines and medical supplies, partnering with over 4,000 health clinics in the US and around the world to help ensure they can serve each patient who walks through their doors. We are a health care provider at our free and charitable clinics in multiple countries, and a community partner providing accessible and respectful health care to the populations who need it most. We are nimble responding to and preparing for the world's most challenging health issues, whether it's a global pandemic, the health impacts of climate change, or the mental health crisis.

## LEARN MORE:

[americares.org](https://www.americares.org)

[Courage to Change video](#)



# THE OPPORTUNITY

Americares has no shortage of stories to be told, and we're searching for a visionary leader who will bring these stories to life respectfully and effectively, ensuring Americares' work is increasingly recognized across our key markets. Our new Chief Marketing Officer will be an individual with bold ideas, yet they will be equally passionate about translating this creativity into actionable goals and tangible results.





# CANDIDATE PROFILE

The Chief Marketing Officer will be a key organizational leader. Some of their core focus will be:

## TEAM LEADERSHIP

As the head of our Marketing and Communications team your role as an organizational leader and mentor is vital. We are searching for a leader who will effectively leverage the talent of our high-performing Marketing and Communications team, empowering the team to think creatively and test new ideas in service of our mission. The successful candidate will be someone who prizes the growth and development of individuals and is unwaveringly committed to building a team space where every staff member feels a sense of belonging.

As a leader, you will also be a model of AmeriCares culture, consistently putting our mission first, modeling inclusive leadership and transparent communication, and creating an equitable environment where all our global staff members feel respected and able to do their best work. You will be outcomes focused, push for excellence in all our work, and help the team prioritize and hone in on the highest impact work.



## BUILD OUR BRAND

At its core, all of our work upholds a belief in access to health as a human right – a value that most people around the world share. Yet, outside of the people we directly touch, AmeriCares is not a household name, and our work is not widely known.

The Chief Marketing Officer will immediately ask the question: how do we change that? They will develop a comprehensive and fully integrated marketing and communications strategy, and work in close partnership with the CEO, CDO, Development team, and Board of Directors to take steps that grow our networks, enhance our visibility, and diversify our donor base.



As part of this work, they will also work closely with the VP of Media to deepen our PR and media strategy, telling the AmeriCares story through a variety of media locally, regionally, nationally and internationally. They will build relationships effectively and act as one of the key spokespeople for the organization.

Through their efforts, the CMO will ensure AmeriCares has a unique and compelling external voice that is resonant across audiences, and consistently use this voice to amplify AmeriCares' presence in the world.

## DEVELOP COMMUNICATIONS & CONTENT

To share our work most effectively, AmeriCares has a talented in-house communications team. The CMO will work with the team to refine our brand voice, and continuously identify a range of target audiences and the best media to best reach them. The CMO will direct the team in creating content and messaging for both general use and key initiatives, and lead on external outreach utilizing this material. Throughout this work, they will help set concrete goals and measure results.

The CMO will also partner with the CEO and People and Talent team to refine our internal voice and employer brand, creating content that celebrates the work of our team and inspires us to continue moving forward.



## THOUGHT LEADERSHIP

At Americares, we're not content to simply execute on our work – we are thought leaders and have an opportunity to do even more in our space, pushing the boundaries of how we think about humanitarian aid. The CMO will help further develop Americares profile as a thought leader in the field of global health, disaster relief, medicine security, and more, working with the CEO and other key leaders to identify areas we can add value, then leveraging this leadership to build partnerships and raise our profile in the NGO sector.

### Americares would love to hear from you if:

- You are deeply mission driven;
- You are constantly thinking about how to inspire and engage your audience, utilizing clarity, compassion, transparency and authenticity;
- You have a track record of success in Marketing and Communications leadership, including setting strategy and overseeing execution;
- You have demonstrated success growing an organization's brand with both United States and international audiences;
- You have experience leveraging a broad spectrum of marketing channels and communication tools, and a proven track record of creating campaigns and initiatives that drive fundraising revenue;
- You have a passion for partnership with internal stakeholders to drive revenue, build internal brand, run trainings for media spokespeople, and more;
- Are intent on achieving great outcomes, and consistently set measurable goals for your work;
- You are passionate about team leadership and supporting others to grow and develop.



### Additionally, our core competencies as an organization are:

- Ownership and results
- Communication
- Problem solving
- Equity and inclusion
- Teamwork and conflict resolution
- Leadership
- Prioritization
- Management
- Strategy and planning
- Decision making

We know not all applicants will demonstrate all the competencies we're looking for. We encourage you to apply even if you do not check all the boxes above, and we look forward to reviewing your application holistically.

## COMPENSATION, BENEFITS & ADDITIONAL INFORMATION

Americares seeks dedicated professionals who are passionate about global health and emergency response. Our employees and volunteers are committed to saving lives and building healthier futures for people in crisis in the U.S. and around the world. Please click [here](#) to learn about our recruiting philosophy, recruiting process, and our U.S.- based benefits.

Like our recruiting philosophy, our compensation philosophy is grounded in three core beliefs: that we are competitive, equitable, and transparent. We post the full salary range for all U.S. based positions, and in cases where a role is available to markets outside of the U.S., the salary offer will be aligned with the specific market.

We avoid negotiation within the ranges to create equity across our team, because we know that salary negotiations lead to poorer outcomes for individuals from non-dominant groups and underrepresented communities. We construct our salaries in such a way that staff can move through the range as they grow within their level. As such, most candidates will start within a specified new hire range. We use the feedback and evaluations from our structured, competency-based interviews to inform where candidates will fall within the range, and we are always available to answer questions about our approach.

The salary range for the Chief Marketing Officer is \$240,000 - \$250,000.

As a global health organization, Americares is committed to ensuring a safe environment for our staff, partners, and visitors. All Americares staff and visitors who are on-site at any of our locations or will be traveling for work are required to be fully vaccinated (which includes a booster, when eligible) against COVID-19 unless an exemption required by law is applicable.

Americares is currently authorized to support remote work employees in the following locations: AL, AZ, CO, CT, DC, DE, FL, GA, HI, IL, IN, KS, KY, LA, MA, MD, MN, MS, MO, NV, NJ, NM, NY, NC, OH, OK, OR, PA, PR, SC, TN, TX, VA, and WA.

# CONTACT

Koya Partners, the executive search firm that specializes in mission-driven search, has been exclusively retained for this engagement. Molly Brennan and Sarah Avendaño of Koya Partners have been exclusively retained for this search. To express interest in this role please submit your materials [here](#). All inquiries and discussions will be considered strictly confidential.

Koya Partners is committed to providing reasonable accommodation to individuals living with disabilities. If you are a qualified individual living with a disability and need assistance expressing interest online, please email [NonprofitSearchOps@divsearch.com](mailto:NonprofitSearchOps@divsearch.com). If you are selected for an interview, you will receive additional information regarding how to request an accommodation for the interview process.

Americares is an equal opportunity employer. We do not discriminate on the basis of race, religion, color, sex, sexual orientation, gender expression, pregnancy or pregnancy-related condition, age, national origin, ancestry, physical or mental disability, genetic information, marital status, veteran status, or any other characteristic protected by law.

## About Koya Partners

Koya Partners, a part of Diversified Search Group, is a leading executive search and strategic advising firm dedicated to connecting exceptionally talented people with mission-driven clients. Our founding philosophy—The Right Person in the Right Place Can Change the World—guides our work as we partner with nonprofits & NGOs, institutions of higher education, responsible businesses, and social enterprises in local communities and around the world.

For more information about Koya Partners, visit [www.koyapartners.com](http://www.koyapartners.com).