



Position: Chief Communications & Marketing Officer
Organization: SBP – National
Reports to: Chief Executive Officer

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About SBP

SBP, a social impact organization focused on disaster resilience and recovery, **solves the challenges facing** SBP is a national disaster recovery and resilience organization that ensures under-resourced disaster survivors and communities of color access a predictable and equitable recovery. We accomplish this goal by:

Preparing individuals, communities, and organizations ahead of disasters to mitigate vulnerabilities

Shaping the disaster sector's systems, policies, and programs

Building resilient communities

By taking this holistic approach, SBP shrinks the time between disaster and recovery, securing a brighter future for those impacted by disasters.

Position Summary

SBP is looking for a strategic, innovative, and experienced Chief Communications & Marketing Officer (CCMO) with a proven track record of amplifying both the “head” and the “heart” of complex storytelling to a variety of stakeholders. The ideal candidate will have led performance-driven teams and developed and implemented strategic communications and brand-building plans. The CCMO is charged with using all tools at their disposal to reach out to, listen to, make sense of, and then adapt organizational strategy to the marketplace.

Reporting to SBP's CEO and working closely with other senior team members, the CCMO will spearhead efforts to weave a compelling and engaging narrative about the organization's mission and impact. The CCMO will oversee all communications functions and branding work; enhance SBP's visibility, position as a thought leader and influence through effective communications; and collaborate with others on the senior leadership team on marketing/communications programs that serve the organization's goals.

Responsibilities

- Develop and lead innovative and creative messaging and communications plans to promote SBP's work and collaborations to diverse audiences, including the media, policy makers, NGO partners, corporate funders, Foundations and individual donors. Serve as chief storyteller to engage targeted audiences in the organization's narrative and work.
- Manage growing communications department that includes media relations, digital and editorial
- As a member of the Senior Leadership team, understand the role communications and marketing play in SBP's success
- Manage disaster response and recovery communications plans.
- Manage and support internal communications
- Create and drive plans for public speaking opportunities for Senior Leadership Team
- Construct, facilitate, refresh, and execute an innovative and integrated marketing and communications platform that enhances brand awareness, communicates SBP's clear points of difference, elevates engagement and relevance, and drives revenue growth

- Achieve a unified creative direction and content strategy across all platforms – digital, print and others – to meet brand standards and connect with key audiences
- Lead critical exploration of all media channels to determine the best investment and return strategy
- Establish systems that utilize data analytics and research to inform business decisions
- Hone SBP’s communications framework that tells the SBP’s story through a powerful and action-oriented narrative
- Produce news and stories that captivate audiences, deliver emotional appeal, and support brand awareness
- Capitalizes on new technology to drive outreach, storytelling, and impact
- Develop philanthropic cases for support, major gifts fundraising material, and campaign advertising. This suite of engagement tools should link the impact of our work with the urgency associated with accelerating number of disasters.
- Communicate the impact of our mission, charitable gifts, and partnerships to various audiences.
- Connect SBP outcomes to those investing in our mission
- Establish a centralized content calendar that maximizes the utility of all communications channels
- Manage and support transparent internal communications

Qualifications

- Minimum of twelve (12) years of related, progressively responsible work experience.
- Minimum of seven (7) years managing, developing, mentoring, and supporting a diverse and high-performing team
- A record of success in senior level communications positions
- Comprehensive operational, service, and strategic planning and execution skills, including metrics for performance and results
- Superb interpersonal skills, with an impressive history of forging strong relationships with multiple stakeholders
- Demonstrated ability in creating and implementing communications strategies for a large, complex organization
- Successful experience in challenging, hard-hitting public policy campaigns
- Ability to partner with subject-matter experts to develop communications plans
- Ability to be available off-hours for disaster response communications
- Superior writing and editing skills and demonstrated ability to handle complex issues and translate information about them to broad audiences
- Demonstrated experience at integrating communications strategy into the fabric of the organization and effectively reaching and influencing intended audiences
- Proven commitment to ideals of justice, equity, diversity, and inclusion
- Must be fully vaccinated against COVID-19 to CDC guidelines and able to provide vaccination documentation
- Pass a criminal history check to include sex offender registry, State, and FBI

Performance Expectations

- Able to juggle multiple, competing priorities in a fast-paced environment.
- Exceptionally self-motivated and curious
- High level of personal accountability
- Align work performance with SBP’s core values
- Top-notch written communication and interpersonal skills
- Detail-oriented with strong troubleshooting, analytical and problem-solving abilities
- Superior work ethic and high energy level
- Desire and ability to work, grow and learn in a startup environment
- Plan and meet deadlines
- Maintain a flexible work schedule to meet the demands of executive management

- Demonstrate initiative and exhibit exceptional collaboration skills
- Convey a professional and positive image and attitude regarding the organization and the not-for-profit sector
- Demonstrate commitment to continued professional growth and development
- Ability to understand and engage diverse audiences and new target markets

SBP is building a diverse and experienced staff. The organization encourages multiple perspectives and experiences, supports a multicultural environment, and strives to hire and retain a diverse workforce that reflects the populations we work with and the communities where we work. Our hiring and business practices appreciate the strengths offered through different backgrounds.

SBP is an equal opportunity, affirmative action employer and is committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. All qualified applicants will receive consideration for employment without regard to age, race, color, religion, gender, creed, national origin, physical or mental disability, marital status, veteran status, disabled veteran status, or status as a member of any other protected group or activity.

It is the policy of SBP not to discriminate against any individual, person, or group on the basis of disability and the intent of SBP to address any complaints that may arise pursuant to Section 504.