



Position: Director of Communications
Location: Remote with travel
Reports to: Chief Communications and Marketing Officer

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About SBP

SBP, a leading social impact organization focused on disaster resilience and recovery, **solves the challenges facing at-risk communities** and scales impact with a proven model that brings the rigor of business and innovation to reduce risk, create resilient communities and streamline recovery. By taking this holistic approach, SBP shrinks the time between disaster and recovery in three connected ways—prepare, shape and build:

1. SBP **prepares** individuals, communities and organizations to mitigate risk and speed recovery.
2. SBP **shapes** federal policy and system change and state and local disaster recovery programs to be more efficient and effective.
3. SBP **builds** resilient communities efficiently and effectively and shares our proven model and approach with others.

Position Summary

Are you passionate about making a difference in the lives of communities affected by natural disasters and climate threats? Do you have skills in brand building, managing content for dynamic websites and e-newsletters, developing engaging thought leadership and collateral, and supporting media relations? If so, we have an exciting opportunity for you to join our team as the Director of Communications for SBP USA, a leading national social impact organization dedicated to helping vulnerable, displaced families shrink the time between disasters and recovery by increasing preparedness, mitigating risk, building resilience, and influencing policy change.

As the Director of Communications, you will report to the Chief Communications and Marketing Officer and play an important role in operational communication—and helping implement SBP’s communication strategy. Your top priorities will be owned media and earned media, while also contributing strong crossover skills to build a strong culture of communications and implement other activities across the team’s communications and marketing portfolio. Primarily, you will serve as the managing editor of the SBP website and e-newsletter, the first point of contact for media relations and supporting media outreach, and the project manager for creating brand assets and collateral. You’ll be the lead producer of compelling blogs and web stories, and other visual and written collateral, to increase SBP’s reach, influence, and support among media, donors, partners, and the general public. You’ll be joining a dynamic team that includes the Chief Communications and Marketing Officer as well as a Director of Marketing and a Marketing and Communications Associate.

Responsibilities

- **Owned Media:** In collaboration with Chief Communications and Marketing Officer, create, project-manage, and calendarize the publication of relevant, engaging digital content for the SBP website and monthly e-newsletters. Ensure content is in alignment with brand standards, best practices for user experience, and SBP’s communications priorities. Create and manage a content calendar. Source content in collaboration with key focal points, including operations and program leaders. Produce regular output of high-quality website articles, blogs, “human interest” stories, and visual content showcasing the impact of SBP’s disaster recovery interventions. Create engaging narratives about SBP’s clients, work, and approach through written content, photography, videos, and other multimedia formats.
- **Earned Media + Media Relations:** Under guidance of Chief Communications and Marketing Officer,

help cultivate strong relationships with influential journalists at local and national media outlets. Act as first point of contact for reactive media inquiries. Help proactively pitch stories to journalists and contribute to securing media coverage to raise awareness about our organization's mission and initiatives.

- **Responsive Communications in Support of Disaster Appeals:** Support rollout of communications and media outreach activities for disaster appeals. Help activate and implement disaster fundraising appeals, web content, email-alerts, and press outreach under guidance of Chief Communications and Marketing Officer—and in collaboration with Director of Marketing and leaders of SBP fundraising and program teams. Support and ensure timely and accurate dissemination of information to internal and external stakeholders under the guidance of the Chief Communications and Marketing Officer and standard operating procedures.
- **Thought Leadership and Content Creation:** Produce thought leadership articles and other written communications materials such as one-pagers, press releases, blog posts, op-eds, key messages, talking points, e-newsletters, and social media content. Collaborate with internal teams to gather information and data and for content development.
- **Brand Management and Managing Creative Vendors:** Ensure consistent messaging across all communication channels while maintaining brand integrity. Support staff members on effectively communicating our key messages, mission, impact, and value proposition. Manage external creative services vendors such as graphic designers, photographers, and videographers to produce visual storytelling assets and brand assets in support of brand awareness, audience engagement, and fundraising—in optimal digital formats to enhance reach and engagement.
- **Internal Communications and Stakeholder Engagement:** Collaborate with fundraising and marketing teams to support fundraising campaigns, audience growth, and engagement. Work closely with program managers to gather success stories and impact data for use in communications materials and media relations.
- **Operational Communications:** Under the guidance of the Chief Communications Officer and with input from other senior leaders, implement the essential communications practices and activities prioritized in the SBP communications strategy. In alignment with the wider organizational strategic plan and under the guidance of the Chief Communications and Marketing Officer, define goals and key performance indicators for owned and earned media; track and measure progress.

Requirements

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field. Master's degree preferred.
- Minimum of 5 years of experience in communications, media relations, or public relations roles, preferably within the nonprofit sector, including at least 2 years in a management role.
- Proven track record of successfully supporting operational communications and implementing strategies that have resulted in increased media coverage, increased brand awareness, audience growth, and audience engagement.
- Excellent, proven writing, editorial, and project management skills with the ability to create compelling short- and long-form narratives. Experience with best practices in digital communications and managing website and e-newsletter content. Experience tailoring messaging and content for different target audiences.
- Strong media relations skills, experience writing pitches and press releases, and understanding of the news cycle.
- Experience supporting crisis communications under guidance of Communications Department chain of command and organizational senior leadership.
- Proficiency with digital communication tools and platforms, including email marketing software (Pardot), website content management systems (WordPress), Google Analytics, media databases and monitoring software such as Meltwater or MuckRack. Proficiency with graphic design software such as Photoshop, Adobe Creative Suite, and Canva preferred.
- Strong project management skills -- and experience managing work plans and content calendars.
- Ability to work collaboratively with cross-functional teams and manage multiple projects

simultaneously.

- A professional and resourceful style; the ability to work independently and as a team player, to take initiative, and to manage multiple tasks and projects at a time.
- Background check required for AmeriCorps grant compliance.
- Must be fully vaccinated against COVID-19 to CDC guidelines and able to provide vaccination documentation.

Join our dedicated team and help us amplify the voices of those affected by disasters while driving positive change through effective digital communications and media relations. Apply now to be part of our mission to rebuild lives and communities impacted by disasters across the United States.

Salary range: \$70,000 - \$110,000 based on experience.

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.