



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

Over the past 15 years, we have seen that every disaster survivor has a breaking point which is determined by the amount of time recovery takes, the predictability of the recovery, and the resilience of each survivor. Our country's most vulnerable citizens are the least able to recover after disaster and most at risk of reaching their breaking point. While disasters know no bias, America's housing system does. The disaster recovery system that is designed to help fails them when they need help most. SBP's mission is to shrink the time between disaster and recovery to prevent survivors from reaching their breaking point.

### **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.

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.

### **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.
- Pass a criminal history check to include sex offender registry, State, and FBI.

***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, political leaders, NGO partners, and 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, work with colleagues to craft the communications strategy for all major initiatives of the organization.
- 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 and print, 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.
- 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

***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 work as a team player.
- 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.

- Demonstrated track record of accomplishments highlighted by marketing, communications, and audience engagement programs that achieved intended goals and potential, including the ability to support revenue growth. Experience scaling digital assets to drive measurable growth.
- Ability to understand and engage diverse audiences and new target markets.
- Familiarity in the use of data and analytics to inform business decisions. A proven track record of building integrated marketing, communications, and fundraising plans, or adjusting course, based on the use of business intelligence.
- Experience in utilizing and enforcing brand marketing guidelines for trademarks, logos, design, content, and publications.

*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.*