



Eleanor Crook  
Foundation

### **Associate Director of Communications**

The Eleanor Crook Foundation is hiring an Associate Director of Communications to develop, coordinate, and execute a world-class communications strategy on the issue of global malnutrition. The Associate Director will be expected to lead communications efforts, including corporate communications, media relations, and digital strategy activities, to tell the story of global malnutrition and the Eleanor Crook Foundation's role.

Reporting to the Advocacy & Communications Director and working alongside the broader ECF team and partnership network, the Associate Director will develop a clearly articulated umbrella story and set of key messages for varied audiences to serve as the scaffolding for ECF communications. The Associate Director will be responsible for developing a steady stream of new and compelling communications material and will be afforded the resources and latitude to create and disseminate material via various integrated communication channels. This could include, for example, planning and executing exciting new awareness-raising campaigns, regular media outreach and cultivation, developing crisp and compelling talking points and briefers, and drafting content for celebrities and congressional champions (e.g. op-eds and sign-on letters). The Associate Director will also directly support ECF's CEO with speech writing, op-eds, and media engagement.

This is a unique opportunity to shape and execute a comprehensive communications strategy, exhibit significant leadership, think creatively and without bureaucratic constraints, and have a major impact on one of the great but solvable global challenges of our day. The successful candidate will be highly strategic, a strong proactive project manager, and a skilled writer. Creativity and enthusiasm will be key. They will pride themselves on rigor and attention to detail and be willing and able to move quickly and nimbly. A "sick-of-business-as-usual" attitude is required.

An experienced professional who is a skilled self-motivator and wants to have a meaningful impact on global health will thrive. The ideal applicant will be based in Washington, DC.

### **About The Eleanor Crook Foundation**

The Eleanor Crook Foundation (ECF) was founded in 1997 with a single goal: to eradicate global malnutrition. We are a leading funder in the fight against malnutrition. ECF supports targeted advocacy to raise awareness and spur action, thoughtful policy analysis to assess the current landscape and propose audacious new solutions to global malnutrition, and rigorous research to test and scale up cost-effective interventions.

ECF is an active investor and our team of experts prides itself on being accountable and informed. We are a team of conveners, innovators, and problem-solvers, seeking to upend the status quo by identifying roadblocks to progress and brokering solutions. In 2017, the Foundation



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Foundation

pledged \$100 million towards the elimination of global malnutrition. Our growing endowment will allow us to keep fighting to end malnutrition for as long as it takes.

**Responsibilities**

*Strategy Development and Execution*

- In collaboration with ECF's Advocacy & Communications Director, and working across the ECF team, develop a communications strategy and editorial calendar based on a masterful understanding of our target audiences (e.g. policy makers, decision makers, and partners in global health and development).
- Execute, maintain and evolve the strategic communications plan, brand guidelines and topline messaging, and proper use of assets.

*Writing and Collateral Development*

- Regularly draft public-facing briefing materials, op-eds, and sign-on letters. Strong writing capabilities will be essential for this role.
- Brainstorm and develop a steady stream of creative and compelling multimedia communications content to reach a range of target audiences.
- Regularly develop new compelling talking points, angles, and frames that will make malnutrition more resonant with ECF's target audiences.
- Support ECF's CEO with speech writing and op-ed drafts.

*Earned Media Engagement*

- Own ECF's media pipeline by building and cultivating relationships with journalists and media outlets to better integrate malnutrition into the issue attention cycle in target markets.
- Respond to media inquiries, arrange interviews, and, where appropriate, act as a spokesperson for the organization.
- Proactively pitch stories, secure media coverage, and place op-eds to drive brand and issue awareness.
- Conceptualize, draft, and contribute to opinion and other pieces as appropriate.
- Maintain records of media coverage and collate analytics and metrics.

*Campaigns*

- Drive the planning and execution of innovative communications campaigns in support of ECF's mission and goals.
- Travel to the field and help amplify the voices of those working on the front lines, and those suffering from malnutrition.
- Plan and execute occasional major events, with the support of the broader ECF team.

*Website and Social Media*

- Cultivate a sophisticated online presence by overseeing website and social media content development, tracking and evaluating metrics of success, and improving outreach over time.



Eleanor Crook  
Foundation

- Manage ECF's website content, updates, and traffic growth, and ensure the website tells our story well.
- Design copy and content for ECF's social media and digital channels, website, internal and external resources.
- Create monthly metrics reports by monitoring, analyzing, and reporting on web, social media, email, and media mention KPIs.
- Keep up to date with online communications trends and web industry standards.

**Required Qualifications, Skills & Attributes:**

- Minimum of 8 - 10 years of relevant experience in communications roles.
- Demonstrated experience and leadership in managing comprehensive strategic communication, media relations, and marketing programs to advance an organization's mission and goals.
- Strong writing and analytical skills are the most essential qualities for this role. The ideal candidate will be able to demonstrate experience planning, writing, editing, and producing a range of communications collateral (e.g., newsletters, factsheets, infographics, blogs, op-eds, and speeches).
- Ability to thrive, multi-task, and be flexible in a fast-paced and deadline-oriented environment.
- Experience developing, managing, and maintaining an editorial and content calendar, sourcing and managing input across various internal and external stakeholders.
- Media relations experience including pitching, managing relationships with reporters, setting up and staffing interviews for executives, and activating media partnerships. Ability to tap into existing media relationships is a plus.
- High level of interpersonal skills and cultural sensitivity to effectively interact with and manage relationships with all levels of US and internationally-based partners and staff.
- Excellent organizational skills and attention to detail.
- Capacity to work both independently and as a member of a team in a highly-collaborative and innovative environment.
- Ability to effectively prioritize, set expectations, and manage up.
- Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.

**Salary commensurate with experience.**

**Chaloner is leading the search for this position. Please apply via their website [here](#).**