



## DIRECTOR OF ENGAGEMENT Position Description

**SPOON**, an innovative global nonprofit, is the only organization dedicated to transforming nutrition and feeding for children living without permanent families and children with disabilities. SPOON empowers and equips families, communities, and institutions to safely feed and adequately nourish children through trainings and implementation of proprietary tools. UNICEF and Ashoka recognize SPOON for our progressive approach and system-changing work that has catalyzed national policy change and yielded dramatic improvements in children's health and development.

The SPOON team consists of nine dedicated, focused, yet easy-going individuals. Our office in inner SE Portland is warm and inviting. We are bike-, kid-, and dog-friendly. The hard and serious work we do is made easier by the good company, nearby restaurants, and stellar coffee.

SPOON has an ambitious 2020 strategic priority to execute data-rich programs in three regions worldwide, driving influencers to affect local and global policy and practice change. The Director of Engagement will provide strategic vision and leadership for this strategic priority by *defining and enhancing our global communications strategy and implementing new initiatives that translate our data and learnings into messaging that advances our cause and solutions, motivating others to take action.*

This is a new position that requires both big-picture strategic thinking and independent implementation. The Director of Engagement will have the opportunity to shape this role and the growth of the External Affairs department based on the needs of the organization.

- S/he will develop and implement internal and external communications including branding and messaging in print and digital media, and increase support for SPOON's programs through relationship-building and community engagement
- S/he is a member of the Leadership Team; reports to the Executive Director; and participates in the overall organizational strategy, management, and policy formation
- S/he liaises with the External Affairs Committee of the Board of Directors and oversees the Development Manager

## ESSENTIAL JOB FUNCTIONS

### Leadership

- Oversees the External Affairs department (which currently includes the Development Manager and external contractors) including communications, development, and thought leadership
- Serves as a member of the Leadership Team, providing input on short- and long-term strategy, management, policy, and operational plans
- Serves as staff liaison to the External Affairs Committee of the Board of Directors
- Provides strategic planning, direction, and oversight to the External Affairs department, ensuring alignment with organizational priorities and monitoring progress towards goals



## Communications

- Develops a global communications strategy that increases awareness of SPOON's work, achieves sustained growth in revenue, and inspires community members to action on behalf of SPOON's mission
- Builds and manages an annual plan with related budget for communications and marketing that provides a cohesive, consistent and unified message and brand across all programs for all stakeholders with a focus on institutional partners, individual donors, and corporate donors
- Oversees and/or completes the writing, editing, production, dissemination, and maintenance of all written and electronic communications including social media, press releases, newsletters, annual reports, the website, and promotional materials
- Develops and implements an internal communication program to keep staff informed on internal and external issues affecting the organization
- Serves as SPOON's spokesperson as necessary, communicating a comprehensive knowledge of SPOON's programmatic work to varied audiences
- Collaborates with the Development Manager on event, campaign, and case statement messaging, ensuring alignment with organizational messaging and accuracy with program outcomes
- Collaborates with the Director of Programs on partner communications, ensuring alignment with organizational messaging and meeting objectives
- Prepares staff for partner and funder meetings, ensuring that collateral is up to date and appropriate for meeting objectives and audience
- Establishes and manages corporate partnerships and/or oversees the Development Manager's management of those relationships

## Thought Leadership

- Builds and executes SPOON's thought leadership initiative through a variety of channels including conferences, publications, mass media, and social media, ensuring that messaging and activities align with organizational goals
- Identifies and develops future advocacy initiatives including messaging and goals, channels, opportunities, and entry points

## KNOWLEDGE AND EXPERIENCE

- 5-7 years of progressively responsible communications experience
- Bachelor's degree in Communications, Public Health, Public Policy, International Development, or other relevant field
- Ability to take data and information from programs and turn it into engaging and meaningful stories
- Excellent technical skills in writing, editing, formatting, research, negotiation, and verbal communications; excellent presentation skills



- Creative thinking in the use of digital and emerging media technologies
- Solution-oriented approach to facing challenges and ability to work well under pressure, manage multiple deadlines and complex schedules
- Innovative and creative thinker who is not afraid to try something new and inspire others
- Entrepreneurial attitude, results-driven and able to work independently as well as collaboratively
- Passionate about SPOON's mission

#### Preferred Qualifications

- Master's degree in Communications, Public Health, Public Policy, International Development, or other relevant field
- Experience working within a public health and/or international development organization
- Comprehensive knowledge of all areas of nonprofit development
- Significant knowledge of (or ability to learn quickly about) programs and policies around Orphans and Vulnerable Children, Nutrition, and/or Disabilities

In addition to the specific job requirements for each position, SPOON staff embody a set of core values: persistence, commitment to evidence, and a passion for their role in the mission.

**TERMS OF EMPLOYMENT:** This is an exempt, full-time position with competitive salary. Benefits include health and dental coverage, 401k plan, bike/public transportation benefit, professional development opportunities, and generous paid time off.

**HOW TO APPLY:** Submit a cover letter, résumé/CV, completed application, writing sample, and a sample of marketing materials that you completed or collaborated on (please indicate your role) to [hiring@spoonfoundation.org](mailto:hiring@spoonfoundation.org). In addition, send us a link or PDF to a non-profit campaign, website, or collateral (yours or someone else's) that you consider to be top-notch and tell us why in 200 words or less. Please address the characteristics of a successful candidate, as well as your qualifications, in your cover letter.

We will begin reviewing applications on a rolling basis on January 10, 2018. Qualified applicants will be invited to have an initial 20-minute virtual interview and a select group will be invited for a half-day interview the week of January 22. We hope the selected candidate will begin by February 19.

#### **COMMITMENT TO EQUITY, DIVERSITY, AND INCLUSION**

SPOON is an Equal Opportunity Employer committed to equity, diversity, and inclusion. We strive to maintain a diverse workforce and welcome a diverse pool of qualified applicants. For each of its positions, SPOON seeks to hire staff with relevant experience, skills, and aptitude, and to be mindful of what best serves our organization and supports our mission.