



## How Women Lead Director of Marketing & Communications

### **Organization Overview:**

How Women Lead is at the center of the movement to disrupt antiquated, unequal systems by propelling women into even greater leadership roles and increasing opportunities for all women. We provide a platform for women to connect, learn, find purpose, and make an impact. By training and connecting diverse women executives from the corporate, public, and philanthropic sectors, How Women Lead enables women to become catalysts for change.

**Job Title:** How Women Lead, Director of Marketing & Communications

**Details:** Full-time, flexible hours, remote work

**Reports to:** Chief Operating Officer

Salary: \$120,000-140,000

**Overview:** The Director of Marketing & Communications is a key new role at How Women Lead and we need the right person to fill this dynamic role. You are an enthusiastic marketer and communicator, with a passion for connecting with audiences in a meaningful way. You know how to tell a story in ways that diverse people can hear and act on it. You are constantly looking at ways to make connections and partnerships that make the partners bigger than they are by themselves. You know how to develop a campaign that makes an impact and can execute it across many channels with a team. You're entrepreneurial and resourceful and can build and ideate with a scrappy budget and some great teammates. You are looking for a meaningful cause that will make a big difference in the lives of women, particularly BIPOC women, and the people they employ, everywhere.

### **Success Factors (12-18 months)**

**Campaign Development & Execution:** Created, led and participated in the execution of clear and compelling campaigns designed to dramatically increase membership, investment and participation in courses and webinars.



**Content Development and Optimization:** Worked with content and social media team to deliver best-in-class content that drove dramatic footprint growth, membership, and course sign ups. Wrote emails, blogs, articles as appropriate. Identified opportunities to mobilize and inspire HWL members and would-be members with programs, content, and through content, email and other communication vehicles. Measured and analyzed campaign effectiveness, tracking programs to ensure optimum performance.

**Team Leadership & Collaboration:** Supported teams with clear direction, programmatic support and active (but not micro) management. Fostered strong collegiality and a high-performance standard among the team. Organized work far enough in advance to limit “last-minute-itis” and rushed deadlines.

**Counselor:** Provided strong effective counsel to senior colleagues and investment portfolio companies on positioning, marketing and communication strategies.

### **Education and Experience**

- Bachelor’s degree in marketing or related field
- 7-9 years of recent marketing and communication experience
- Strong communicator, both in the written word and oral presentation

### **How to Apply:**

To apply, please email your resume and cover letter to [talent@howwomenlead.com](mailto:talent@howwomenlead.com). Please write “DIRECTOR OF MARKETING & COMMUNICATIONS- YOUR NAME” in the subject of the email. Only candidates who have been selected for an interview will be contacted.

How Women Lead is committed to diversity and practicing equal opportunity employment in recruiting and hiring. Qualified candidates from all backgrounds are encouraged to apply.