



JOB OPENING

Senior Communications Manager

Global Designing Cities Initiative

Job Title: Senior Communications Manager

Start Date: March/April 2023

Salary: \$90,000 - \$105,00 salary per year. The range listed is one component of the total compensation package for employees.

Location: Remote/ Work from home - USA preferred; international may be considered with substantial overlap to GMT-5 timezone.

Global Designing Cities Initiative (GDCI) is seeking a **Senior Communications Manager** to join our work transforming streets around the world. This role will be in charge of building GDCI's brand and showcasing our programmatic work to a global audience, international press, transportation industry leaders, and funders. Reporting to the Finance & Operations Director, this role will lead GDCI's communications strategy and be an advisor to the executive team on GDCI's marketing direction.

Who we are

The Global Designing Cities Initiative (GDCI) was launched in 2014, with a mission to transform streets around the world. We inspire leaders, inform practitioners, and invite communities to imagine what's possible when we design streets that put people first. We are a team of designers, planners, and urban strategists committed to reimagining streets as places for people, shaping cities that are safe, healthy, accessible, and equitable for everyone. The strategies and best practices in our Global Street Design Guide are the foundation of our work, and they have been applied in cities across the globe, helping to update policies, build local capacity, implement and evaluate projects, and scale up impact.

What you'll do

Your job will be to create GDCI's annual communication strategy, manage GDCI's day-to-day communication efforts, and build relationships with staff, partners, and other stakeholders to create content for our social media channels, e-mail distributions, blog, press releases, and more. You will ensure GDCI's communication and marketing content is inclusive to a global audience and will showcase all our projects, publications, events, and support opportunities for cities.

This role will work across GDCI's programs, integrating communication goals into work plans and developing communication processes among program staff to publish consistently engaging content. You will also work closely with our executive team to set and track success metrics and develop strategies to support organizational goals like partner outreach and fundraising.

The **Senior Communications Manager** will also manage a team consisting of staff and consultants.

More specifically, you will do things like:

- **Communications Strategy**
 - Propose short-term and long-term communication strategies for the organization, consistently meeting or exceeding milestones and KPI's.
 - Create and meet success metrics for GDCI's communication efforts and team goals.
 - Build GDCI's brand by establishing relationships with partners, local city staff, transportation industry leaders, and other network connections.
 - Maintain a "changemaker" voice to GDCI's brand, elevating global best practices in street design through social media, virtual events, press outreach, and other platforms.
 - Keep staff up-to-date on important news related to street design best practices around the world. Pitch story ideas to reporters when applicable.

- **General Communications Management**
 - Responsible for the successful development and delivery of all communication outputs, including social media, web content, promotional materials, newsletters, and more, with an emphasis on engaging a global audience.
 - Own the creation of GDCI's content calendar and responsible for updating and delivering on objectives.
 - Develop a deep understanding of GDCI's work and stay up-to-date on programmatic happenings, projects, resource developments, and other updates.
 - Support team members in preparing for interviews, presentations, or events.
 - Effectively manage the work plan and deliverables of a team of staff and consultants, keeping the executive team updated on progress and goals.

Who you are

GDCI expects that qualified candidates will have extensive experience in developing communications strategies for NGO/nonprofit organizations. We are looking for someone with proven communication or marketing experience within a global organization, preferably in the global south. Fluency in both Spanish and English is preferred, but not required – other language fluency (outside of English) is a plus. Additionally, we are looking for a candidate that has personnel management experience, values collaboration, and is comfortable building relationships with different levels of stakeholders.

Knowledge of urban planning, architecture, transportation, public space design, or public policy is highly desirable, but not required. Candidates should have experience with organizational use of social media platforms (including Twitter, Facebook, Instagram, and LinkedIn), as well as any email marketing platform (Mailchimp, Constant Contact, ActionNetwork). Experience with basic photo and video editing (Canva, Photoshop, Clipchamp/iMovie) is a plus.

You must be willing to accommodate a schedule of a globally based team; as such, there may be some instances of required phone calls/meetings that are outside of normal work hours. This role may travel one to three times a year, either nationally or internationally. Not to exceed more than two weeks at a time.

To be successful in this job, you will excel in these four areas:

- **You are collaborative in your approach:** You work with your colleagues or other stakeholders to find solutions and seize opportunities that advance GDCI's mission.
- **You are an experienced manager:** Your management style focused on priorities and effective/smart performance. You take the time to teach and offer valuable and actionable feedback, make sure that people feel appreciated, and treat mistakes as learning opportunities.
- **You are proactive and take initiative:** You proactively seek opportunities that will improve GDCI's visibility and mission's reach. You take the initiative in engaging with these opportunities and suggest appropriate action/next steps. You can also course-correct as needed and continuously improve and seize opportunities to maximize GDCI's impact.
- **You are comfortable building relationships:** You are relationship-oriented, recognizing the deep importance of relationships, externally and internally, in GDCI's success. You strive to build rapport and trust to best advance GDCI's mission.



Baseline Experience

At GDCI, we do not have minimum requirements for education or relevant professional experience. We encourage all candidates with relevant and differing experiences and professional backgrounds to apply.

Generally, we expect qualified candidates would have the following baseline experience for a Senior Manager:

- Eight years of relevant professional experience; OR
- Six years of relevant professional experience with an undergraduate degree; OR
- Four years of relevant professional experience with a graduate degree.

How to Apply

- **Deadline for applications:** Applications will be accepted on a rolling basis. We encourage candidates to apply by January 31, 2023.
- **Email applications to:** careers@gdci.global
- **Email subject line:** Senior Communications Manager | Firstname_Lastname
- **Attachments:** Please include a cover letter and a copy of your resume detailing relevant work experience. Samples of your work are encouraged but not required.
- **Work visas:** We are willing to sponsor US work visas.
- **Benefits:** GDCI offers a competitive compensation and benefits package including health coverage, retirement benefits, paid sick leave, vacation and holidays. Salary is based on local markets within the nonprofit/NGO industry and commensurate with experience and skills.

GDCI is a fiscally sponsored project of Rockefeller Philanthropy Advisors (RPA). We are committed to workplace diversity and inclusion. We are equal opportunity employers and do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender identity, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law.