



JOB OPENING

Communications Lead

Global Designing Cities Initiative

Job Title: Communications Lead

Start Date: Q3/Q4 2024

Salary: Compensation is based on the country of hire and within range of the local nonprofit/NGO industry.

Location: Remote/ Work from home - International. Substantial overlap of GMT+12 preferred.

Global Designing Cities Initiative (GDCI) is seeking a Communications Lead to join its mission to transform streets around the world. Founded by transportation pioneer Janette Sadik-Khan, GDCI is one of the world's most influential, inspiring, and fastest-growing organizations that redesigns city streets from dangerous and congested corridors into safe, attractive, and inviting new places for people of any age to walk, cycle, and take public transportation. This role will be in charge of enhancing GDCI's brand awareness and showcasing programmatic work to a global audience, international press, industry leaders, and funders. Reporting to the Executive Director, this role will have extensive experience in strategic planning, media relations, content creation, and digital communications. They will be an advisor to the executive team on GDCI's marketing direction and contribute to broader leadership decision-making for the organization as part of the leadership team.

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 and execute GDCI's annual communication strategy, manage GDCI's day-to-day communication efforts, and build relationships with staff, partners, media, and other stakeholders to create and amplify content for social media, e-mails, blogs, press



releases, and more. You will ensure GDCI's communication & marketing content is inclusive to a global audience - diversifying the content as needed for different contexts - and will establish a clear tone for GDCI's brand, aligned with organizational values.

Your role will work across programs, integrating communication goals into work plans and developing communication understanding and processes amongst program staff to support the delivery of quality content. You will also work closely with the executive team to set and track success metrics and develop strategies to support organizational goals, such as creating collateral for partner development and fundraising opportunities.

This position will manage a team consisting of staff and consultants.

More specifically, you will do things such as:

Communication Strategies

- Propose short-term and long-term communication strategies for the organization, consistently meeting or exceeding milestones and KPIs.
- Oversee the creation and dissemination of key messaging, ensuring consistency and alignment with the organization's mission and values.
- Create and meet success metrics for GDCI's communication efforts and team goals.
- Increase GDCI's brand awareness through relationships with partners, local staff, industry leaders, journalists/ media, and other network connections.
- Maintain a "changemaker" voice to GDCI's brand, elevating global best practices in street design through social media, virtual events (such as webinars), press, or other platforms.
- Keep leadership and staff up-to-date on important industry news, as it relates to GDCI work. Pitching ideas when applicable for GDCI's engagement.
- Lead the development of crisis communication plans and manage communications across multiple diverse global contexts.

Content Creation and Management

- Responsible for the successful development and delivery of quality communication outputs, such as social media, written content, newsletters, website, and more, with an emphasis on engaging a global audience and cultural sensitivity
- 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 important programmatic happenings, projects, resource developments, or other updates, identifying relevant opportunities for external communications efforts.
- Oversee the management of social media channels, ensuring a strong online presence and growing engagement.
- Utilize analytics and data-driven insights to continuously improve digital communication efforts.

Media Relations

- To secure coverage of GDCI's work, build and maintain strong relationships with international, regional, and local media outlets.
- Serve as the primary media contact, responding to inquiries and proactively pitching stories to media outlets.
- Support team members in preparing for media interviews, presentations, or events.

Team Leadership and Development

- Effectively manage the work plan and deliverables of a team of staff and consultants, keeping the executive team and other leads updated on progress and goals, ensuring cohesive and effective communication efforts.
- Develop plans to manage and track communications efforts across multiple time zones.
- Lead and manage communications staff, fostering a collaborative and respectful approach and an innovative work environment.
- Work in collaboration with other leads to ensure coordination across GDCI programs and functions and to provide organizational leadership across topics as needed.

Budget Management

- Create and manage communications budgets across all programs, ensuring efficient use of resources.
- Oversee the procurement of communications services and asset creation, negotiating contracts, managing vendor relationships, and tracking progress.

Who you are

GDCI is looking for an individual who has extensive experience in developing communications strategies for NGO/nonprofit organizations. You will have proven communication or marketing experience with a global organization, preferably within the global south. Fluency in both Spanish and English is preferred, but not required - other language fluency (outside of English) is a plus. You have managerial experience, value collaboration, and are comfortable building relationships with different levels of stakeholders.



Knowledge of urban planning, architecture, transportation, or public spaces/policy is highly desirable, but not required. Experience with editing visual assets, such as video or photo, 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 leader:** You lead by example by modeling a focus 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 to engage 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 are a strong communicator and 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.



Working knowledge in managing communication platforms may be needed for specific projects.

How to Apply

- **Deadline for applications:** Applications accepted on a rolling basis—please don't delay! Final deadline is September 15, 2024.
- **Submit applications:** Through GDCI's [application portal](#). If you need support, please contact careers@gdci.global.
- **Attachments:** Include a cover letter and resume (CV) detailing relevant work experience. Additional attachments demonstrating writing, digital content creation, or communication skills, are encouraged.
- **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. We offer competitive salaries, excellent benefits, and a passionate working environment. Salary is based on a nonprofit scale and commensurate with experience.

Thank you for your interest; we look forward to hearing from you!
