



Position Specification

APRIL 2021



Physicians for
Human Rights

Chief Marketing & Development Officer
New York, NY

POSITION TITLE: Chief Marketing & Development Officer

REPORTING TO: Executive Director

LOCATION: New York, NY

THE COMPANY: *Physicians for Human Rights*

<https://phr.org/>

Physicians for Human Rights (PHR) is a preeminent international advocacy and research organization that uses science and medicine to prevent mass atrocities and severe human rights violations. For more than 30 years, PHR has mobilized a community of clinicians and human rights professionals to advance human rights, public health, and social justice across the globe. In this time, it has become a trailblazer in its field, leading landmark investigations into crimes against humanity, and earning a 1997 Nobel Prize for its investigation of the health impact of land mines in Cambodia. PHR has also exposed the use of chemical weapons against civilians in Iraq, exhumed mass graves in Bosnia and Rwanda for international tribunals, and provided evidence for criminal investigations into torture and extrajudicial executions.

Today, PHR is on the front lines of the most pressing human rights crises of our time, from the coup in Myanmar, to U.S. police violence, and the COVID-19 pandemic. The last year has only highlighted the critical importance of using science-based approaches to safeguard human rights, most particularly those of women and children, immigrants, refugees, detainees, and other populations at risk. Recent highlights of PHR's work include:

- *Advocating for an Evidence-based Response to the Pandemic:* Since the start of the coronavirus crisis, PHR has sounded the alarm over the grave risks posed by COVID-19 to populations in areas where health systems are underdeveloped, decimated by armed conflict, or virtually nonexistent. PHR is elevating the voices of local health providers about the extreme dangers of COVID-19 to their communities and supporting partners around the world in advocating for a concerted, collaborative, science- and rights-based worldwide response.
- *Documenting Police Violence:* Following President Trump's July 26, 2020 order to deploy federal agents to protest sites around the country, PHR sent an expert team to Portland, Oregon to investigate reports of the extreme force police and federal agents were using against protestors and first responders.
- *Highlighting Violence Against the Rohingya:* PHR has produced numerous reports documenting serious human rights violations against the Rohingya people of Myanmar. Its latest research sheds new light on the patterns of extreme injuries, specifically related to sexual violence, that survivors suffered through rape, gang rape, mutilation, forced witnessing of sexual assault, and other forms of sexual violence.

PHR's vital work is led by Executive Director Donna McKay, who has seen the organization through a significant period of growth in her nine years with the organization. It is sustained by a dynamic and deeply committed team of approximately 45 based in New York, Boston, Kenya, and the Democratic Republic of the Congo. It is also supported by a prominent Board and an annual operating budget of nearly \$9 M.

PHR has grown substantially in recent years and is now looking to build its leadership team with an eye to strengthening its strategic capabilities and operational foundation, integrating its marketing, communications and development efforts to support innovation and growth in our increasingly digital world.

SCOPE AND RESPONSIBILITIES

Reporting to and partnering with the Executive Director, the Chief Marketing & Development Officer (“CMDO”) will lead the integrated marketing, communications, and development efforts in a strategic manner that meets PHR’s overall revenue generation and brand visibility targets. This is a new position that recognizes the increasingly digital nature of audience development and the need for creative, integrated, modern strategies and tools to increase the dissemination, impact and support of PHR’s programmatic work.

As a valued member of the executive management team, the CMDO will be a creative and strategic thought leader in the planning and implementation of PHR’s key objectives, while working collaboratively and cross-functionally to ensure that teams are working collectively towards shared priorities. The CMDO will oversee the development and management of brand marketing, communication, network growth, and revenue generation efforts required to support the near- and long-term strategic direction of the organization.

The CMDO will ensure the integration of digital marketing, communications, and fundraising strategies, both internally and externally, and across all functional areas. The CMDO will be called upon to build creative strategies and work with the team to drive public engagement, finding new ways to motivate, inspire, and connect PHR supporters.

Specific responsibilities include the following:

Strategic Leadership

- Serve as a strategic partner to PHR’s Executive Director and senior management. Working alongside the Executive Director, lead all major digital marketing, communications, and fundraising initiatives.
- Provide strategic direction for, and leadership of, the Digital Marketing, Communications and Development Departments, working across departments to establish shared priorities and a clear vision for execution; advise, mentor, and support staff.
- Develop a strategic integrated digital marketing, communications, and development plan for PHR that supports the organization’s growth and values; build strategies and tactics to ensure that the organization is meeting its ambitious engagement and fundraising goals.

Management Responsibilities

- Lead the work of the Digital Marketing, Communications and Development Departments. Directly manage and provide day-to-day leadership of the departments, which include 11 full-time employees and consultants.
- Provide clear and thoughtful management to team members; advise, mentor, and support staff members; provide opportunities for team building and individual growth; evaluate performance on an annual basis, at minimum.
- Work with PHR leadership to build a culture of inclusion, respect, and transparency, as well as work-life balance.

- Design, support, and oversee cross-functional teams throughout the organization; design and implement systems and processes using best practices to streamline workflow and ensure alignment.

Marketing and Communications

- Develop and lead the roll-out of a strategic Digital Marketing & Communications Plan for PHR that seizes near- and long-term opportunities and supports the organization's growth. Oversee the teams leading Digital Communications, Media Strategy, and Publications efforts.
- Manage and support staff members, creating opportunities for team building and individual growth; build a supportive and collaborative team culture.
- Manage budgets and meet revenue goals for the organization while collaborating across teams.
- Lead the team as it continues to support the efforts of the advocacy and program departments through messaging, media opportunities, and social media.
- Work with the team to evaluate and direct the efforts of consultants, including media, design and tech consultancies, pro-bono supports.
- Develop and track analytics and dashboards to facilitate executive decision making and to ensure data-driven decision making and the effective allocation of resources to maximize revenue.
- Manage content creation and engagement strategies while crafting PHR's story and external, global presence. This includes working with staff to ensure creative and strategic use of the editorial calendar, social platforms, campaigns, and all communications.
- Assist the Executive Director with special projects as needed.

Development

- Develop and lead the roll-out of a strategic Development Plan for PHR that seizes funding opportunities to support the organization's growth, both short and long term. Oversee the teams leading Individual Giving, Board Engagement, Events, and Institutional Giving.
- Manage and support staff members, creating opportunities for team building and individual growth; build a supportive and collaborative team culture.
- Manage budgets and meet revenue goals for the organization while collaborating across teams at PHR.
- Work with the team to evaluate and direct the efforts of development consultants including those for major gifts, events, production, and digital fundraising.
- Develop and lead strategies for growing PHR's donor base, planning events and innovative ways to promote awareness of PHR's work.
- Lead the team as it continues to support the fundraising efforts of the advocacy and programming departments.
- Provide strategic guidance on major donor efforts, working to support PHR's Executive Director and consultants as needed.

- Provide strategic guidance to the Board of Directors on fundraising efforts as needed.

QUALIFICATIONS

The successful candidate will be an accomplished marketing professional with exceptional management and people leadership skills; a leader and creative influencer who will inspire the entire organization to advance PHR's marketing, communications, and development efforts. The ideal candidate is a creative and strategic leader with a passion for building teams in an entrepreneurial setting. Specifically, the successful candidate will:

- Possess 10 or more years of related experience, with a career track that demonstrates increasing levels of tenure and job status.
- Have demonstrated experience in the design and execution of revenue generation, digital marketing, communications, and public relations activities; proven track record of developing new audiences and revenue bases.
- Have experience managing fully integrated fundraising, digital marketing, and communications strategies at developed non-profit organizations.
- Be an experienced and thoughtful manager with significant experience hiring, supervising, and developing personnel.
- Bring a strong operational and systems orientation to their work.
- Be creative, strategic, and have a collaborative mindset coupled with a strong sense of accountability.
- Possess experience developing and managing substantial budgets.
- Possess high emotional intelligence.
- Value honest, transparent, and respectful communication.
- Have a passion for the work of PHR, as well as an ability to quickly build knowledge of the sector.
- Possess excellent interpersonal and communication skills.

EDUCATION

- Bachelor's degree is required, advanced degree is helpful.

COMPENSATION

- Competitive salary and a comprehensive benefit package will be offered to the successful candidate.

HOW TO APPLY

Inquiries, nominations and applications are invited. Review of applications has begun and will continue until the position is filled. Candidates should send a CV/resume and cover letter via e-mail to DHR at: PHR-CMDO@dhrinternational.com.

CONTACT INFORMATION

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