

Role Description – Temporary Assignment

MANAGER, MARKETING AND CREATIVE DIRECTION - 100%
(STARTING ASAP - ENDING OCT. 2022)

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1. The Global Fund

« The Global Fund is a partnership designed to accelerate the end of AIDS, tuberculosis and malaria as epidemics. As an international organization, the Global Fund mobilizes and invests more than US\$4 billion a year to support programs run by local experts in more than 100 countries. In partnership with governments, civil society, technical agencies, the private sector and people affected by the diseases, we are challenging barriers and embracing innovation.

Behind the Global Fund's extraordinary record of impact against AIDS, tuberculosis and malaria are our people. Global Fund staff work with governments, communities and civil society, technical agencies, the private sector and people affected by the diseases to bring the world closer to ending the epidemics, saving millions more lives. Global Fund staff are instrumental in uniting the fight against these three diseases.

We are diverse and engaged, skilled and experienced, motivated and inspiring, creative and agile. From human rights to human resources, grant management to facilities management, we work every day within the unique partnership to confront global health threats, equip countries on the front lines, protect vulnerable people across the world, and save lives. »

More information about The Global Fund on www.theglobalfund.org

2. Rôle description

Role summary

The Manager, Marketing and Creative Direction, establishes and leads a dynamic, creative and highly coordinated cross-functional team that is primarily focused on influencing external audiences to achieve positioning, influencing and resource mobilization objectives in an increasingly challenging funding environment. The Manager is accountable for strengthening the Global Fund brand and delivering inspiring content and creative activations that prioritize engagement; conceptualizing and executing high profile global campaigns; and influencing audiences through a range of donor-driven PR strategies that leverage multiple channels (-social media, traditional media), influencers and events to maximize visibility and engagement with the Global Fund.

As a senior member of the External Relations and Communications team, and reporting to the Head, Communications, the Senior Manager strategically oversees and elevates the capability of the Global Fund in the following areas:

- **The Creative Design Studio** - develops inspiring audiovisual content, branded products and marketing collateral in line with brand standards
- **Marketing** - strengthens and promotes the Global Fund brand; develops marketing tools to strengthen donor pitches
- **Campaigns and events** - creates and executes priority campaigns leveraging multiple channels and influencers to generate public exposure and delivers major public events and conferences in alignment with the Global Fund brand

The "Role Summary" is a brief summary of why the job exists and/or what the job is expected to accomplish.

Key Responsibilities:

- Collaborate with the External Relations and Communications Leadership Team to shape and implement the Global Fund's external communications strategy in support of the organization's primary goals.
- Play an active role in the management of the Communications department
- Is responsible for the nurturing and strengthening of the Global Fund brand and for delivering inspiring content and creative activations for multiple audiences
- Conceptualizes and oversees the execution of sustained and measurable high-profile campaigns and communications strategies aimed at promoting the mission and messages of the Global Fund and engaging key external audiences, leveraging a wide range of advocates and influencers, in close collaboration with the PR team and in alignment with resource mobilization and partnerships priorities
- Designs and oversees the execution of events to maximize visibility and engagement with the Global Fund and to sustain the global commitment to the fight against HIV/AIDS, TB and Malaria
- Develops and nurtures key relationships and partnerships including with media outlets, agencies and high profile advocates to advance the Global Fund positioning, including securing pro-bono services and advertising space
- Develops and monitors performance related KPIs to drive improvement and impact
- Is responsible for annual planning and budgeting, financial management and key reporting processes related to Marketing and Creative Direction
- Leads and develops a high performing team of talented professionals across brand, creative content, marketing and events as well as a network of consultants and external agencies
- Deputize for the Head of Communications as appropriate

Subject to change by the Executive Director at any time at their sole discretion.

Key Metrics

Impact of Campaigns

Positive engagement and feedback from key internal and external stakeholders

Key Internal Relationships

External Relations and Communications teams

Grant Management country teams

Key External Relationships

Media outlets, external agencies, high profile advocates and influencers, Global Fund advocates

3. Candidate profile

Qualifications:

Essential:

Advanced university degree in Communications, Marketing or a relevant field

Desirable:

Specialized qualification in Communications, Marketing or a relevant field

Expérience :

Essential:

- An exceptional portfolio reflecting Marketing and Public Relations experience at the international level
- Demonstrated in-depth knowledge of public relations and media. Experience overseeing the work of PR agencies
- Track record of superior communications skills, both verbal and written Proven ability to develop and implement highly effective strategic and measurable communications plans
- Track record of being visionary, persistent and driven as well as systematic and analytical in approach to work
- Demonstrated creative problem-solving and continuous improvement skills, with excellent project management experience.
- Outstanding interpersonal skills to effectively build relationships and collaborate effectively across all levels within the organization and with external partners
- Experience leading and working in teams with diverse cultural and professional backgrounds.
- Demonstrated open attitude to receiving feedback and constructive criticism.
- A dedication to guiding and fostering personal development of each member of the team.

Desirable:

- 8 - 10 years of relevant Marketing and Public Relations experience at the international level
- More than 4 years of people management experience
- Experience working in international organizations
- Demonstrated knowledge of global health and/or Global Fund and its policies, processes and its governance structure

Competencies (essential VS. desirable):

Organizational Competencies:

- Global Fund awareness and mind-set – Helicopter View
- Service orientation – Solution Design
- Drive for results – Proactive Approach
- Collaboration – Building Relationships
- Interaction – Stakeholder Management
- Adaptability – Flexibility

Functional Competencies:

- Communications - Expert
- Project Management – Expert
- Business - Mastery
- Resource Mobilization – Foundation

Languages:

An excellent knowledge of English and a good working knowledge of another language, preferably French. Knowledge of other languages would be an asset.

n.b.

¹The “Role Summary” is a brief summary of why the job exists and/or what the job is expected to accomplish.

² The “Key Responsibilities” section lists the most important outcomes or “key” end results (not duties) of the job in descending order of importance. It should focus on the job (not any specific incumbent) as it exists today. Each responsibility or key result area should be accurately defined in a single sentence with an active verb, which provides a positive indication of what has to be done. The level of responsibility of the incumbent should also be clear in the way the key functions are defined (e.g., lead; lead, under the supervision of..., draft, finalize, implement, recommend) and should follow the what-how-why pattern – what is done, how it is done (if there is something that needs to be said on this) and what purpose it serves. There should generally be not more than 5 to 7 key responsibilities.

The following needs to be clear from reading the key responsibilities of the job:

- The way that the required knowledge (depth and breadth, contained in the person specification section) is going to be applied and used, i.e., is a straightforward execution of work required (at one end of the spectrum) or will knowledge need to be integrated and used to develop new strategic principles (at the other end of the spectrum)?;
- The difficulty of the problems to be solved and the extent to which judgment and analysis must be exercised (i.e., routine problems with limited alternatives vs need for original analysis and complex problem solving with far reaching impact);
- The interpersonal and communications skills required by the job;
- The potential influence on organizational objectives, the sphere of influence and the time-horizons of decisions;
- Any direct financial accountability (either for revenue generation or budget spend) and the breadth of the role’s impact (immediate work area vs broad impact on entire organization).

³ The “Key Metrics” section gives the main criteria or measurements by which performance on the job can be assessed, showing how value is added and how the contribution of different incumbents is differentiated (e.g., quality of input into policy development, quality of key deliverables/outcomes, quantitative figures).

⁴Departments/teams/other roles referred to in “Key internal relationships should be consulted and given an opportunity to review the job description and to provide inputs for clarifying the role.

⁵The “Person Specification” lists the requirements for an incumbent to be operational in the role, in terms of education, experience and competencies (including languages). Minimum essential requirements necessary for job execution should be clearly differentiated from desirable attributes, under “Essential” and “Desirable”. The person specification does not determine the grade level of a position; rather it makes explicit what is required from an incumbent in order to successfully attain the key required outcomes of the role.

4. Application

Referring to the exact name of the above mentioned position, please send your CV, motivation letter, reference letters, work certificates, diplomas or any other relevant document in electronic format to: cv.tgf@procadres.com
