

Job Description Director of Communications

World YMCA exists to empower young people. Serving communities in 120 countries, it is the largest and oldest youth organization in the world.

In order to accomplish the aspirational mission, the Secretary General of the World Alliance and the Executive Team in Geneva, Switzerland are hiring a **Director of Communications M/F (100%)**

Reporting to the Secretary General of the World YMCA movement and collaborating closely with the other members of the Executive Team, the Director of Communication will provide strategic leadership and direction in topics related to the YMCA's mission to empower youth, develop and execute strategic communication plans for both internal and external audiences.

The responsibilities include

- Develop and execute communication strategy plans and campaigns
- Plan, create, synthesize and disseminate content across the YMCA movement and scale the movement's brand across its multi-stakeholder network and the wider public regarding (but not limited to) the topic of youth empowerment as well as specific movement wide projects and activities
- Craft compelling and insightful content, materials and resources (e.g., testimonials, case studies, stories of impact) to drive stakeholder understanding of and engagement in YMCA organizational priorities at the local, national and international levels
- Ensure comprehensive media plan for offline as well as online platforms
- Help drive various YMCA initiatives
- Support the Secretary General in his internal and external communication campaigns
- Ensure the brand development and dissemination of YMCA-wide initiatives
- Liaise with communications managers across the YMCA movement as well as with external media outlets to ensure dissemination of material
- Identify opportunities to continuously improve the strategic relevance, effectiveness and quality of communication and related tools and resources produced by the World YMCA
- Perform other duties as assigned

The ideal candidate profile:

- We are looking for a self-starter with a tested ability to engage individuals from various stakeholder groups
- Strategic acumen
- Proven track record of managing a complex media or communications department (internal as well as external communication)
- Inspiring writing style gained ideally as journalist across various cultural and thematic constituencies
- Strong network across the media industry
- Reputation as building or managing vibrant networks
- Ideally, Bachelor's degree in Communications, Journalism, Public Relations or related field
- Minimum 5 years as communications manager or equivalent role supporting communications efforts is required - international non-profit experience is a plus
- Fluency in English (any other language is a plus)

Interested candidates should send their resumes and letter of motivation to HR@ymca.int by February 10th, 2020.