



JOB POSTING – Manager, Strategic Communications and Brand Partnerships

Organization:	Right To Play USA
Department/Division:	US National Office
Work Location:	New York preferred
Work Arrangement:	A combination of in-office and remote-working in accordance with Right To Play's work arrangement and the operational needs of the department
Authorized to Work in:	US (Eligible to work legally without requiring sponsorship or work permit)
Target Hiring Range:	\$66,000 – 74,000 USD per annum
Target Start Date:	June 2022
Contract Duration:	Permanent/Full-time
Closing Date:	Open until position is filled

BACKGROUND:

Right To Play is a global organization that protects, educates and empowers children to rise above adversity using play. By harnessing play, one of the most powerful and fundamental forces in a child's life, we helped 2.3 million children last year to stay in school and out of work, to prevent life-threatening diseases like HIV and malaria and to stay safe from exploitation and abuse. We are the only global development organization focused exclusively on using play to transform the lives of children and youth impacted by poverty, war, disease and inequality.

Established in 2000, Right To Play reaches children through experiential programming in 15 countries in Africa, Asia, the Middle East, and North America. These programs are supported by our headquarters in Toronto, Canada; London, UK and eight national offices across Europe (Germany, The Netherlands, Norway, Sweden, Switzerland, UK) and North America (Canada, US).

With a shared passion for our mission, our Culture Code guides how we act and interact based on five core pillars:

- Accept Everyone – *Be intentional about inclusion*
- Make Things Happen – *Seek opportunities to lead and innovate*
- Display Courage – *Act with integrity*
- Demonstrate Care – *Look after yourself and one another*
- Be Playful – *Have fun at work*

Please visit [our website](#) to learn more about who we are and what we do, and [watch this video](#) to find out about the five pillars of our Culture Code.



JOB SUMMARY:

Reporting to the National Director, US National Office (USNO), the Manager, Strategic Communications and Brand Partnerships will be responsible for executing on strategic communication priorities, brand partnerships, and supporting signature events, including the development and disbursement of all strategic communication assets, internal and external. You will also oversee the USNO's Athlete/Play Ambassadors.

You will offer proactive leadership and vision in developing new, innovative ways to promote and elevate Right To Play in the US market including fundraising campaigns, brand partnerships, communications materials and events as part of a robust national fundraising strategy. You will work cross-functionally in support of the National Director and Sr. Manager, Philanthropy and contribute to global communications and events initiatives.

You may require selected travel to other parts of the country or global country programs, in order to support key initiatives. Occasional evening and weekend activity for donor events and meetings, is expected.

PRIMARY RESPONSIBILITIES:

#1: Strategic Communications & Brand Partnerships (55% of Time):

- Develops new and innovative communications materials to serve the needs of the USNO, including materials for the BOD, pitch decks, program overviews, and other documents as needed by the National Director and fundraising team.
- Researches and develops corporate and other brand partnerships, to increase unrestricted revenue.
- Maintains contact information and relationships with external service providers, e.g. printers, designers, photographers, videographers, media, and public relations companies.
- Works closely with Ambassadors to maintain relationships and utilize their networks for fundraising opportunities, including helping steward and prepare assets and strategy for media placements.
- Manages content library to support the needs of all fundraising streams. Collects field content from the International Communications team, and Country Office counterparts to develop stories and/or infographics to effectively communicate results online and in promotional materials.
- Social media strategy and implementation as necessary, or management of digital firm(s) as applicable.

#2: Events (25% of Time):

- Oversees USNO signature fundraising event(s) and programs from ideation to execution, working cross-functionally with internal and external stakeholders and consultants.
- Oversees third party event revenue and programs, including the TCS New York City Marathon, and any events related to Right To Play Ambassadors or corporate partners.

#3: Global Communications (10% of Time):

- Contributes to Global priorities (i.e. Working Groups, Special Projects) as directed and approved by the National Director.



- Participates in RTP's Global Communications calls to share updates and best practices, along with other Working Groups as needed, including the Digital Working Group, Creative Campaign Working Group, and Ambassador Strategy Working Group
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#4: Other Tasks as Assigned (10% of Time)

MINIMUM QUALIFICATIONS (Must have):

EDUCATION/TRAINING/CERTIFICATION:

- Bachelor's degree or equivalent in relevant fields.

EXPERIENCE:

- Work experience in related fields of business development, corporate donor relations, events and sponsorship, strategic partnerships, and engagement with a proven track record of successfully building and leading strong campaigns that generate revenue.

COMPETENCIES/PERSONAL ATTRIBUTES:

- Critical thinking skills, with the ability to translate into tactical initiatives and objectives
- Superior budgeting, strategic planning, forecasting and analytical skills
- Excellent communications skills to deal effectively with all levels of internal and external decision-makers
- Strong organizational skills and ability to synthesize information to steward partners and volunteers
- Ability to plan and set priorities based on information from multiple sources, including creative design, planning and operations, fund development and evaluation.
- Ability to build and lead strong performing teams that generate revenue and deliver impact
- Adaptable, solutions-focused and innovative
- Passionate about youth empowerment, advocacy of vulnerable children and creating access and opportunities for under-represented and marginalized communities (BIPOC)

KNOWLEDGE/SKILLS:

- Excellent and holistic understanding of digital fundraising and virtual events technology including but not limited to: One Cause, Microsoft Teams, MCRM, Zoom, Slack, etc.
- Strong MS Office skills / Advanced PowerPoint
- Relationship management and sport for development / corporate international development knowledge

LANGUAGES:

- Fluency in spoken and written English.



DESIRED QUALIFICATIONS (An Asset)

- Experience within a multi-national non-profit
- Experience with fundraising for internationally based programs
- Creative design technical skills (e.g. Canva, Adobe InDesign, Photoshop, etc.)

WHAT YOU'LL GET:

The opportunity to work with a passionate, innovative and collaborative team where you have the ability to make things happen. You will gain experience working for a globally recognized organization with a healthy culture premised on our Culture Code (**accept everyone, make things happen, display courage, demonstrate care and be playful**). In addition, we offer a competitive salary and benefits package including personal learning and development days.

HOW TO APPLY:

If you are interested in applying for this position, please apply [here](#) with your resume and cover letter in English.

While we thank all applicants for their interest, only those selected for interviews will be contacted. **Shortlisting of applications will begin immediately and interviews may be held before the closing date.**

Right To Play provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. As such, we encourage groups who have been historically disadvantaged with respect to employment to apply for positions at Right To Play. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

We are a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs. **The successful candidate will be required to provide a satisfactory Vulnerable Sector Screening or equivalent criminal check as a condition of employment.**

Should you require any form of accommodation during the recruitment process, kindly contact the People & Culture team by email at careers@righttoplay.com

To learn more about who we are and what we do, please visit our website at www.righttoplay.com.