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## MARKETING & COMMUNICATIONS LEAD

Inspired by a sense of caring and compassion for all the people who work to build a better world, as well as to support the many causes and movements for which they work, [The Wellbeing Project \(TWP\)](#) is focused on both cultivating a shift in the field of social change toward one that is healthier and more supportive of inner wellbeing, and on catalysing the development of a new infrastructure to better support everyone working in the field.

At The Wellbeing Project, we live by three core [values](#):

- **Balanced Self-Leadership (Be You, Be Great):** We encourage deep self-awareness, emotional intelligence, and continuous personal growth. Our team members practice self-care, set clear priorities, and proactively seek feedback to improve.
- **Lightness (Be You, Be Gentle):** We bring joy, curiosity, and a growth mindset into our work, focusing on solutions and maintaining a high level of positive energy.
- **Collaborate Kindly (Be You, Be Together):** We foster a supportive and respectful environment, sharing information openly, assuming positive intent, and working in alignment with our team and partners.

At The Wellbeing Project, we are committed to fostering a work environment that values personal and professional growth. We seek individuals who embody our [competencies](#), and who are excited to contribute to an environment where these competencies drive our collective success.

- **Self-Management** – Regulating thoughts, emotions, and actions effectively to achieve personal and professional goals.
- **Agile Mindset** – Embracing adaptability, continuous learning, collaboration, and problem-solving.
- **Resource Mobilization Mindset** – Identifying, allocating, and utilizing resources proactively to maximize impact.
- **People Management & Leadership** – Inspiring and managing teams to achieve objectives efficiently while fostering engagement and growth.
- **Sustainable Mindset** – Integrating economic, social, and environmental considerations into decision-making.
- **Communication** – Effectively conveying and understanding information to build relationships and collaborate.
- **Co-Creation** – Engaging diverse stakeholders to generate innovative and meaningful solutions.

We are looking for someone who is passionate about [Marketing and Communications](#). Someone who has a keen passion for and knowledge of social change and a deep interest in personal wellbeing. We seek a highly strategic and creative individual who understands the evolving landscape of global Marketing & Communications and is eager to drive meaningful narratives that amplify our mission. The ideal candidate will be entrepreneurial, collaborative, and have experience engaging with diverse stakeholders.

## KEY RESPONSIBILITIES

- **Strategy, Vision and Leadership of Marketing and Communications Activities:**

Build, Lead and implement the global marketing and communications strategy of The Wellbeing Project. Ensure the execution of a robust and cohesive communications strategy that delivers a compelling narrative, strengthens the Project's brand while activating a broader movement around our mission. Set clear, bold and growth objectives. Define the appropriate measurements. keep close monitoring and track of results and impacts for all campaigns and initiatives

More specifically, this includes:

- Brand & Creative Oversight : Oversee the development and execution of the Project's vision, visual and creative identity, and messaging; broadening awareness of the Project's programs, events and priorities across key stakeholder audiences. Oversee all communication channels, including digital platforms, ensuring consistency in messaging and brand identity.
- Storytelling/Movement-Building: Design and curate a compelling narrative that brings our mission, our community and impact to life. Promote integrated movement-building strategies across marketing/communications disciplines (i.e., media relations, digital media, team communications, branding and identity, community relations) and convenings.
- Oversee delivery through distribution channels: Develop strategies, plans and tactics to mobilize new audiences through digital channels, event production, PR and Media management. Develop and maintain internal procedures and systems for content management and strategic outreach.
- Create original content: Oversee and adapt a strategy that includes owned, shared, and co-created content development, ensuring alignment with our mission. Collaborate with community leads to create original content from TWP data and research of the project and other programs, relationships with experts, and our community members. Oversee the development of owned content products professionally and efficiently. Manage and grow relationships with communication suppliers and agencies.
- Partner and collaborate with Fundraising Lead: This includes reports, sponsorship decks, and engagement content. Collaborate with fundraising teams to support donor engagement and institutional partnerships.

- **Partnerships to drive Culture Change:**

Develop and manage key relationships with existing co-creator institutions and new partners to grow our movement. Expand off of the editorial partnerships and look at other organizations and individuals that authentically align with the wellbeing movement to promote, educate and advocate for the cause. Build champions for the project, the movement, and wellbeing. Act as a guardian of The Wellbeing Project's brand and values for all external engagements.

- **Team Development and Management:**

Lead and manage a dynamic team (3 members) to amplify our impact.

Team management includes goal-setting, performance management and continuous growth and development; external support and/or freelancer management; and budget and resources management.

Oversee vendors and agencies focused on driving impact through storytelling, networks, and convenings.

## PROFILE AND SKILLS

- More than 15 years of experience in marketing and communications, with a strategic orientation.
- Experience implementing global strategies and communication action plans.
- Strong partnership orientation:excellent collaborator, able to listen and co create effectively with diverse stakeholders
- Exceptional storytelling abilities, with experience crafting compelling narratives for various audiences.
- Strong leadership skills with a co-creative and collaborative approach.
- Experience in digital content, brand management, and media relations.
- Familiarity with the social sector and an understanding of the challenges faced by changemakers.
- Strong written and verbal communication skills.
- Proficiency with digital tools and platforms, including CRMs (Salesforce, HubSpot, or others), Asana, Google Suite, and social media management tools.
- Open-minded, creative, and comfortable working in flexible, international, and co-creative environments.

## WHAT WE OFFER

- An opportunity to work on a groundbreaking global project co-created with leading institutions in the social change sector.
- A collaborative, entrepreneurial, and co-creative work environment where innovation is encouraged.
- A strong culture centered around wellbeing, personal development, and social impact.
- Opportunities for professional growth, including networking with key players in the philanthropy and social change ecosystem.
- A role that directly contributes to the wellbeing of changemakers and supports the sustainability of their work.
- Competitive compensation within the social sector, including a stipend for personal wellbeing activities.
- Flexibility in working location, preferably based in Europe. Opportunity to travel internationally (up to 2-3 times per year) for key events and engagements.