
MARKETING & COMMUNICATIONS DIRECTOR

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

The Marketing & Communications Director is a pivotal bridge between strategic leadership and operational excellence at The Wellbeing Project. Working closely with the Marketing & Communications Lead, this role ensures the successful translation of organizational vision into impactful, high-quality initiatives across brand, storytelling, digital, PR/media, and movement-building.

The Director will oversee the team, ensuring cohesion across functions, maintaining brand integrity, and optimizing impact. This role requires both strong management skills and the ability to think strategically, while remaining hands-on enough to support execution when needed.

1. Strategy Translation & Implementation

- Partner with the Marketing & Communications Lead to operationalize the global strategy, ensuring clear alignment across all initiatives.
- Translate high-level vision into actionable plans, timelines, and deliverables for the team.
- Monitor progress, performance, and impact of marketing and communications activities, providing data-driven insights to leadership. Help define and track progress of team and individual OKRs.
- Help champion our target audience segments, within and beyond the marketing team, by deepening our understanding of their needs, journeys, etc. and using that insight to advance our movement.

2. Brand Strategy & Narrative Management

- Safeguard and maintain consistency of brand identity, creative direction, and messaging across all channels and outputs.
- Guide teams in developing compelling content and storytelling that reflects the organization's mission and values.
- Support the creation of campaigns and initiatives that enhance awareness, credibility, and engagement.

3. Team & Cross-Functional Leadership

- Manage and mentor the team and external partners, ensuring integration, collaboration, and professional growth.
- Provide guidance, resources, and oversight to ensure quality and alignment across storytelling, digital marketing, and event promotion.
- Promote a culture of accountability, creativity, and continuous learning.

4. Partnership & Collaboration

- Support the Lead in 360° strategy and actions and collaborate with internal teams to deliver

consistent and compelling communications to advance our mission.

- Ensure communications strategies, plans and actions reinforce organizational partnerships and movement-building goals.

5. Campaign Oversight

- Ensure the effective planning, execution, and integration of campaigns, media initiatives, and content strategies led by the team.
- Oversee analytics, reporting, and optimization processes, ensuring continuous improvement of strategic effectiveness.
- Stay updated on communications and digital trends to inform strategies and innovation.

PROFILE AND SKILLS

- 10–12 years of experience in marketing and communications, including experience managing diverse teams.
- Strong track record of implementing integrated communications strategies (brand, digital, PR, events, storytelling).
- Skilled at balancing strategic thinking with hands-on operational management.
- Exceptional collaboration skills, able to work effectively with senior leaders and support diverse teams.
- Strong understanding of digital platforms, analytics, and campaign performance measurement.
- Experience in mission-driven organizations or the social sector is preferred.
- Excellent verbal, written, and interpersonal communication skills.
- Adaptive, resourceful, and able to thrive in a global, fast-moving, and co-creative environment.

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.