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## MARKETING & COMMUNICATIONS Sr. Manager

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, with a strong ability to translate strategy into impactful execution. Someone who combines creativity with structure, and storytelling with performance-driven marketing. The ideal candidate has a deep interest in social change and personal wellbeing, and is motivated to build narratives and campaigns that drive engagement and amplify mission-driven work. We seek a highly proactive and collaborative individual who understands the evolving landscape of global Marketing & Communications and is eager to contribute to meaningful, high-quality initiatives. This role requires both strategic thinking and strong hands-on execution, working closely with the Director and Lead while owning key areas of delivery.

## KEY RESPONSIBILITIES

The Marketing & Storytelling Senior Manager plays a key role in executing and optimizing marketing and communications initiatives at The Wellbeing Project. Reporting to the Marketing & Communications Director, this role ensures the effective development and implementation of campaigns, content, and communication strategies across channels, with a strong focus on audience, storytelling, and brand resonance.

### 1. Strategy Implementation & Campaign Execution

- Support the translation of the global Marketing & Communications strategy into actionable plans and campaigns
- Lead the planning and execution of integrated marketing initiatives across digital and offline channels, providing cross-functional leadership and coordinating the efforts of internal teams, external partners, and stakeholders to deliver high-impact outcomes.
- Coordinate timelines, deliverables, and stakeholders to ensure smooth and high-quality execution.
- Translate audience insights and research outputs into actionable marketing and communications strategies.
- Identify, track, and activate all relevant audience touchpoints in alignment with the segmentation framework.
- Track performance of campaigns and initiatives, providing insights and recommendations for optimization.

### 2. Brand Narrative & Content Development

- Implementation of the organization's brand narrative, messaging, and positioning.
- Ensure effectiveness and consistency of messaging and content, tone of voice, and graphic charter across all channels and outputs.
- Oversee content production (written, visual, video) in collaboration with external partners and internal teams.
- Develop evidence-based content for more nascent, skeptical audiences, leveraging data, impact metrics, and research outputs to build credibility.

### 3. Digital Marketing & Communications

- Optimize the organization's digital presence, including website, email marketing (using HubSpot software), and social media channels.
- Design and execute newsletter strategy and email marketing campaigns, including audience journeys and segmented sequences, in close collaboration with the CRM/HubSpot coordinator and the communities manager.
- Coordinate with digital agencies and external partners to implement campaigns and monitor performance.
- Support SEO/SEM, paid media, and analytics tracking where relevant.

### 4. Events, PR & Partnerships

- Design and implement dedicated MarCom strategies for Hearth Summits (Global and Regional),

covering pre-event, live, and post-event communications, and possibly other events as appropriate.

- Work in close collaboration with Hearth Summit event teams to ensure MarCom operational strategy and implementation are fully aligned with event objectives.
- Coordinate PR and media-related activities in collaboration with external partners.
- Execute marketing partnerships and collaborations, ensuring alignment with brand and strategic goals.
- Support initiatives such as ambassador or community engagement programs.

## **5. Performance Tracking & Optimization**

- Monitor, analyze, and report on marketing and communications performance across channels.
- Track all strategy KPIs and audience touchpoints in alignment with the audience segmentation framework, providing regular performance reports.
- Use data-driven insights to improve campaign effectiveness and audience engagement.
- Support the completion and success of team OKRs.
- Stay informed on marketing and communications trends to continuously improve approaches and tools.

## **6. Cross-functional Collaboration**

- Work closely with internal teams to ensure alignment and consistency in communications.
- Collaborate with the Director and Lead to ensure initiatives contribute to broader organizational and movement-building goals.
- Coordinate with external agencies, creatives, and partners to deliver high-quality outputs.
- Serve as the operational bridge between audience research/insights and marketing execution, ensuring data-driven decision-making across all initiatives.

## **PROFILE AND SKILLS**

- 6–8 years of experience in marketing and communications, with strong exposure to both storytelling and digital marketing.
- Proven experience executing integrated marketing campaigns (content, digital, events, partnerships).
- Strong storytelling and content development skills, with attention to brand voice and narrative.
- Hands-on experience with digital marketing tools (email platforms, CMS, social media, analytics tools).
- Ability to balance strategic thinking with execution and delivery.
- Strong project management and organizational skills, with the ability to manage multiple priorities.
- Collaborative and adaptable, comfortable working in a global and fast-paced environment.
- Experience in mission-driven organizations or the social impact sector is a plus.
- Excellent written and verbal communication skills in English.

## **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 and exposure to global stakeholders and partners.
- A role with direct impact on advancing a global movement and supporting changemakers.
- Based in Paris, France, with occasional international travel.