



## Christel House International

### Vice President of Marketing and Strategy

#### WHO WE ARE

**Christel House** is a global education network that has served more than 20,000 students from under-resourced communities since its inception 25 years ago. Our mission is for our students to achieve upward economic mobility, become good citizens, and identify and realize their goals, dreams, and human potential. For over 25 years, Christel House has provided high-quality no-fee education in five countries. We are now at a pivotal point where we are expanding our model to new countries through a fellowship program that seeks visionary leaders dedicated to breaking the cycle of poverty by expanding Christel House into new regions.

#### WHAT WILL YOU DO

The Vice President of Marketing and Strategy will lead the development and execution of a comprehensive marketing strategy to enhance Christel House International's visibility and brand recognition, ultimately increasing its funding base. Responsibilities include building marketing partnerships, conducting targeted media outreach, and creating opportunities for senior leadership to showcase Christel House's work at global conferences. Additionally, the Vice President of Marketing and Strategy will provide guidance and support to Christel House schools in developing their marketing strategies and collateral materials.

On the strategy front, the Vice President will collaborate with the Chief Strategy & Expansion Officer to develop and refine the organization's strategic plan, ensuring alignment with Christel House International's mission and goals.

#### KEY RESPONSIBILITIES

- **Marketing Strategy & Implementation:**
  - Develop and implement a comprehensive marketing strategy to enhance Christel House International's visibility and brand recognition.
  - Oversee the creation of marketing materials, campaigns, and initiatives to support fundraising efforts.
  - Conduct targeted media outreach to increase awareness and support for Christel House's mission.
  - Create opportunities for senior leaders to showcase Christel House at global conferences and events.
  - Guide and support Christel House schools in developing and executing their marketing strategies and collateral materials.
  - Collaborate with external partners, agencies, and vendors to enhance marketing efforts and outcomes at CHI and schools.
  - Monitor and evaluate the effectiveness of marketing and strategic initiatives, making adjustments as needed.
  - Identify and develop marketing partnerships with organizations to enhance Christel House's visibility.
  - Maintain and strengthen existing partnerships while seeking new opportunities for collaboration and cross-promotion.
  - Ensure alignment of marketing strategies with Christel House International's mission, goals, and expansion plans.
  
- **Strategic Planning:**
  - Support the Chief Strategy & Officer in developing the organization's strategic plan by producing well-written, clear, and persuasive documents, including proposals and reports.
  - Conduct market research and analysis to inform strategic decision-making ensuring that insights are effectively communicated through high-quality written materials.



## QUALIFICATIONS

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field; advanced degree preferred.
- A minimum of 7-10 years of experience in marketing, strategic planning, or a related field, preferably within the nonprofit sector.
- Proven track record of developing and executing successful marketing strategies and campaigns.
- Strong understanding of branding, media relations, and digital marketing.
- Experience in forging strategic partnerships and managing stakeholder relationships.
- Excellent communication, presentation, and interpersonal skills.
- Ability to think strategically and creatively, with strong analytical and problem-solving abilities.
- Ideal candidates will have experience working internationally, demonstrating an understanding of diverse cultural contexts and global market trends.
- Passion for Christel House

## PROFESSIONAL COMPETENCIES

1. Ethics and Integrity
2. Interpersonal Effectiveness and Teamwork
3. Communication Skills
4. Devotion and Commitment
5. Decision Making and Judgement
6. Planning and Organizing
7. Urgency and Quantity of Work Output
8. Innovation, Creativity and Problem Solving
9. Leadership
10. Work Product Excellence and Timelines

This position is a remote role, with a strong preference for candidates located in South Africa or India. The role will involve working across different time zones to collaborate with teams globally. Interested applicants should send their resume and cover letter by October 15<sup>th</sup>, to **Ana Paula Buzo** at [abuzo@christelhouse.org](mailto:abuzo@christelhouse.org)

Christel House is an equal-opportunity employer. It is important to us that all staff members have a place of employment that is free of discrimination of all kinds and where staff can bring their authentic selves to work. We do not discriminate against any employee or applicant for employment on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, veteran, or military status.