



Hunger is about more than food.  
It's about people.

Burkina Faso, 2023 © The Hunger Project



783 million people  
are chronically  
undernourished



Women and girls account  
for 60% of people living in  
hunger worldwide



99% of people living in  
hunger are in low- and  
middle-income countries

# Associate Director, Marketing



DRiWaterstone HC  
3033 Wilson Blvd., Suite E-537, Arlington, VA 22201  
703-294-6684  
[www.DRiWaterstoneHC.com](http://www.DRiWaterstoneHC.com)



# About The Hunger Project

## Ending hunger starts with people.

The Hunger Project is a global, non-profit, strategic organization committed to creating a world without hunger. Over the last 40 years, The Hunger Project has worked to change the world's view on hunger.

Their mission is to facilitate individual and collective action to transform the systems of inequity that create hunger and cause it to persist.

The Hunger Project believes that people living in hunger are the principal leaders of their own change. Fundamental to the organization's values is the inherent belief that all people are extraordinary – they are creative, visionary, and entrepreneurial.

The Hunger Project's programs are based on an innovative, holistic approach, which supports people living in rural communities to become agents of their own development, address root causes, and make sustainable progress in hunger and poverty reduction.

While adapted to meet local challenges and opportunities wherever The Hunger Project works, all programs have at their foundation three essential pillars:

1. Empowering women as key change agents.
2. Mobilizing entire communities into self-reliant action.
3. Fostering effective partnerships to engage local government.

Learn more at <https://thp.org/>



# About The Hunger Project

## Vision

A world without hunger.

## Mission

To facilitate individual and collective action to transform the systems of inequity that create hunger and cause it to persist.

## Reach

The Hunger Project is a global movement of individuals and organizations in 22 countries around the world. Across Africa, South Asia, and Latin America, The Hunger Project works in 9,500 rural communities, reaching 12.5 million people.

## Principles

These ten principles are fundamental to The Hunger Project:

1. Human dignity
2. Gender equality
3. Empowerment
4. Leverage
5. Interconnectedness
6. Sustainability
7. Social transformation
8. Holistic approach
9. Decentralization
10. Transformative leadership

736 million people, almost 1 in 10 people in the world, live under \$1.90 a day, and over half of people living in extreme poverty (413 million people) live in Sub-Saharan Africa.



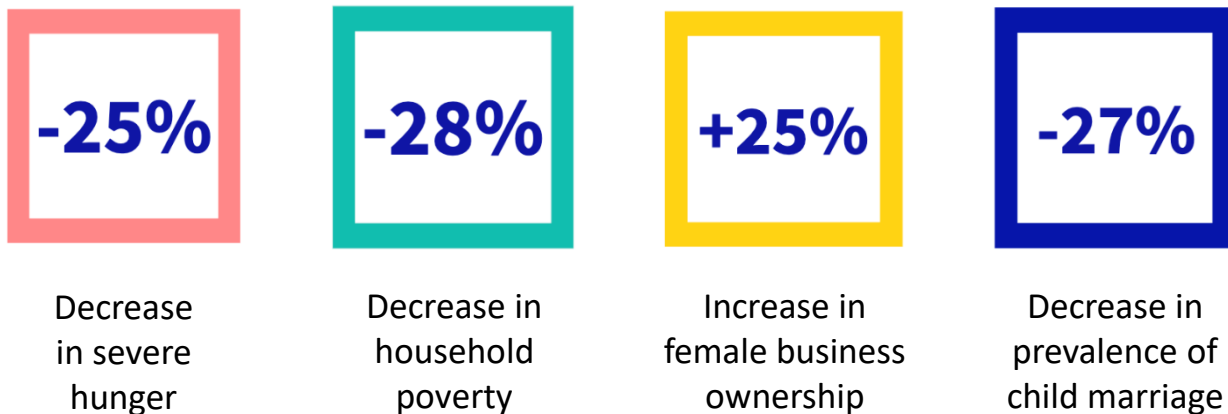
# About The Hunger Project

## Impact

The Hunger Project has a global reach in rural communities across Africa, South Asia and Latin America. More than 3.1 billion people in the world – or 42 percent of the population – were unable to afford a healthy diet in 2021.



The Hunger Project tracks its work over the years to observe changes in key impact areas within communities, allowing them to understand both areas of success and needed growth in their programs.





# The Opportunity

The Hunger Project is a growing organization with high ambitions to continue to expand its impact around the world, increasing the need for strategic marketing and communications initiatives that support revenue objectives and tell the story of the impact of, and need for, The Hunger Project's programs. The **Associate Director, Marketing** will design and lead marketing strategies to generate awareness, engage new audiences, and attract new investments in the United States. This newly created position presents an opportunity for creative, inspired, and dedicated marketers to garner support from funders, private sector partners, and millions of individuals in the public toward THP's vision of a world without hunger. The CEO, Board of Directors, and Executive team all view fundraising as a priority and are actively engaged in, and supportive of, fundraising efforts and recognize the importance of powerful marketing and communications efforts in achieving these objectives. The Hunger Project prides itself in its organizational culture of kindness coupled with passion and drive.

If you are passionate about changing the world for the better, believe in the power of communities, thrive in a strong and diverse team environment, and are creative and driven to generate ways to communicate complex and important information to key audiences, this position is for you.

The successful Associate Director, Marketing will collaborate well with a range of different internal stakeholders, possess a strong understanding of the marketing channels and methods for reaching various audiences, be a strategic thinker who can connect organizational aims with marketing plans, and have a knack for making the complex easy to understand. They will be skilled at managing multiple demands and setting priorities.

Reporting to the Global Vice President, Fundraising & Communications, the Associate Director, Marketing will lead the development of marketing content and design and execute campaigns to raise awareness about The Hunger Project's work, engage new audiences, and generate new revenue. This position will partner closely with the Global Communications Team as well as the Fundraising Team accountable for raising resources in the United States. The Hunger Project is looking for a "builder," who brings creativity, experience, and passion to define this area of work, ensuring the right mix of assets and tactics, in support of its mission and revenue goals.

## Responsibilities:

- Develop and implement innovative multi-channel marketing strategies and public appeal campaigns that engage and attract new audiences in support of the organization's mission
- Lead the creation of persuasive and engaging communications collateral, including reports, brochures, graphics, videos and other assets, that convey the organization's impact and support overall funding goals.
- Develop compelling messaging, aligned with global brand guidelines, that clearly articulates The Hunger Project's programs, impact and unique proposition to a variety of stakeholders.
- Oversee digital marketing efforts, including growing email and social media audiences, engaging influencers, online lead generation, digital advertising, SEM and more.
- Actively collaborate with colleagues and external vendors and consultants to support team goals, generate content and drive marketing strategies, including around special events, corporate partnerships and cause-related marketing relationships.
- Leverage data: Engage in audience analysis; define and track success metrics; analyze data and make real-time adjustments; and regularly report to leadership to inform decision-making.

# The Candidate

## The ideal candidate:

- **Wants to change the world** – this person has a passion to make a difference, specifically around issues of poverty, hunger, and international development. This person channels that passion with a strong sense of optimism that even big change is possible.
- **Is a master storyteller** – this person is able to distill complex concepts and facts into compelling and understandable stories for a range of audiences.
- **Loves the challenge of designing and leading marketing campaigns**– this person has ideas about how to engage various stakeholders and key audiences around the organization’s mission and programs and knows how to implement those ideas. They have an eye for design and can roll up their sleeves as needed.
- **Has experience in, and knowledge of, the international development sector.**
- **Is highly organized** – defined as being able to manage multiple tasks and requests at once and set clear priorities.
- **Is curious and creative** – listens to understand the needs of stakeholders (internal and external) and collaborates to find new or more efficient ways of meeting those needs.
- **Values highly the importance of organizational culture** and demonstrates the organizational values in their day-to-day work.

## Competencies:

- Exceptional organizational skills and judgment are necessary to manage competing priorities.
- Excellent project management skills with meticulous attention to detail and deadlines.
- Strong diplomatic skills and experience engaging stakeholders and partners, building consensus, and bringing diverse groups together throughout the process.
- Demonstrated experience developing marketing plans.
- Strong sense of visual storytelling to highlight the impact of THP’s work.
- Advanced understanding of social media platforms.
- Exceptional writing and editing skills to ensure materials are produced at the highest quality.
- Proficient with Google Suite, Adobe Creative Suite, Canva, and related software.
- Tech-savvy, with the ability to adapt to and adopt new tools and software platforms quickly, effectively, and efficiently
- Excellent team member with an attitude of inclusion, an understanding of the value of teamwork, and a drive for success.

## Education:

- Bachelor’s degree required or equivalent professional work or military experience.

## Experience:

- 7-10 years of marketing and campaign experience with at least some of that time working in the nonprofit sector, with demonstrated success enhancing awareness, generating revenue and inspiring engagement.

# The Hunger Project.

Applications can be submitted at:

<https://driwaterstonehc.com/position/assoc-dir-marketing-the-hunger-project/>

**Salary: \$100,000-\$120,000**

**Location: Remote**

DRiWaterstone is managing the search on behalf of The Hunger Project. All first-round interviews for this position will take place via video conference with DRiWaterstone.

### **Equal Opportunity Employer:**

The Hunger Project is proud to be an equal opportunity employer and encourages people of all backgrounds and identities to apply. All applicants will be considered without attention to race, color, religion, national origin, sex, age, marital status, personal appearance, sexual orientation, gender identify or expression, familial status, family responsibilities, political affiliation, genetic information, disability, or any other quality or circumstance protected by federal or DC law.

### **About DRiWaterstone**

DRiWaterstone is a women-founded and led executive search firm recognized by Forbes magazine as one of the leading executive recruiting firms in the U.S. with a focus on mission and purpose-driven organizations. They provide executive search and strategic consulting services to help regional, national, and international clients grow, thrive, and excel.