



# Global Director of Communications

April 2024



**madre brava**

# About Madre Brava

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Madre Brava is a boutique, global organization dedicated to creating brave, science-based strategies and campaigns to achieve 100% sustainable, healthy, affordable food for all. Madre Brava is a fully remote organization with staff spread across three different regions (Americas, Europe and Asia).

We envision a future in which companies, governments, and financiers support food that is healthy for humans, animals, and the planet. This includes addressing the outsized role of livestock production in global emissions and supporting the transition to more sustainable proteins.

We are guided by an organizational ethos of bravery, courage, and the need for disruption in food systems as well as a deep commitment to collaboration.

For more information, visit [madrebrava.org](https://madrebrava.org).







# The Role

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| <b>Role:</b>          | Global Director of Communications                         |
| <b>Location:</b>      | Remote, based in the UK                                   |
| <b>Salary:</b>        | 80,000- 90,000 £/year commensurate with experience        |
| <b>Reports to:</b>    | Managing Director, Nico Muzi                              |
| <b>Contract type:</b> | Self-employed 18 months contract with intention to extend |

# About the Role

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We are seeking a new team member, the Global Director of Communications, to create winning narratives on the shift to plant-rich diets, devise memorable communication products for elite audiences and nurture Madre Brava's brand in the key markets we operate. In this role you will work closely with the Global Director of Research and oversee all our public outreach efforts by leading impactful international strategic communication campaigns

using cutting-edge research, PR stunts, industry developments, policy, and data visualization. The role embodies our values of collaboration, risk-taking, and commitment to excellence.

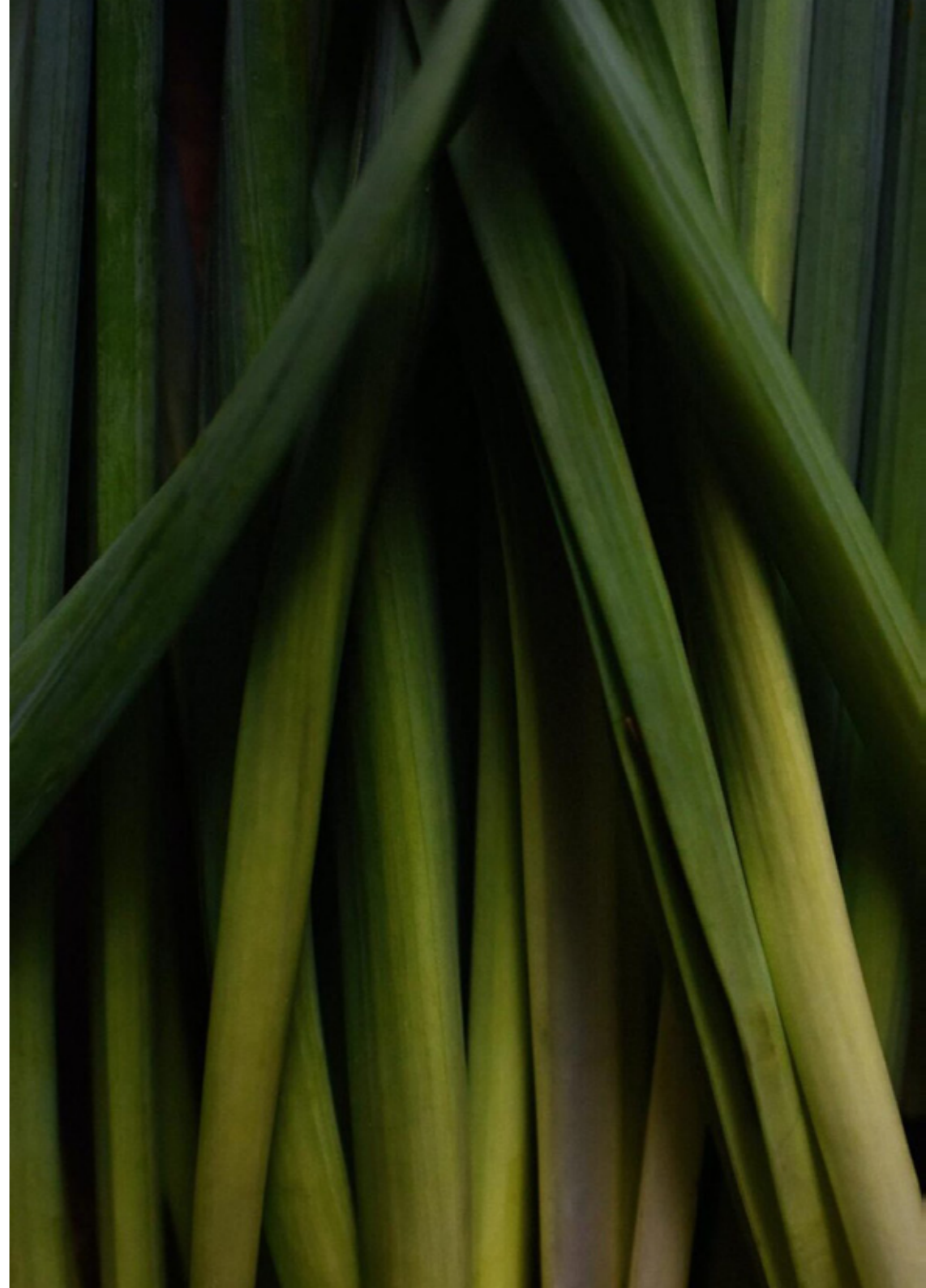
As a fully remote organization with staff spanning the Americas, Europe, and Asia, this position offers a unique opportunity to spearhead transformative communication strategies in a dynamic, global environment.



# Responsibilities

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- **Strategic Communication Leadership:** Develop and execute comprehensive communication strategies to elevate Madre Brava's brand, research, and campaigns on a global scale.
  - **Stakeholder Engagement:** Cultivate and maintain relationships with key stakeholders including media outlets, partner organizations, and influencers to maximize visibility and impact of our initiatives.
  - **Content Creation and Management:** Create or at times oversee the creation, dissemination, and management of high-quality content across various platforms, ensuring alignment with organizational goals and messaging.
  - **Media Relations:** Lead media relations efforts, including proactive pitching, press release development, and coordination of interviews to generate positive coverage and in support of Madre Brava's strategic goals.
  - **Team Collaboration and Leadership:** Foster a collaborative and inclusive work environment, providing guidance and support to internal teams and external partners to ensure alignment and consistency in communication efforts. Help grow the communications function, working with a network of freelancers and in-country communication specialists for our campaigns.
- **Performance Monitoring and Evaluation:** Track and analyze communication metrics and feedback to assess the effectiveness of strategies and campaigns, making data-driven recommendations for continuous improvement.
  - **Crisis Communication Management:** Develop and implement protocols for effective crisis communication response, ensuring timely and transparent communication in challenging situations.
  - **Cross-functional Coordination:** Collaborate with other team members, including leadership team, research, operations, and fundraising, to integrate communication strategies and messaging into overall organizational objectives.
  - **Budget Management:** Manage communication budgets effectively, optimizing resources to achieve maximum impact and return on investment.
  - **Professional Development:** Stay abreast of industry trends, best practices, and emerging technologies in communication and advocacy to enhance skills and knowledge relevant to the role.





# Required Qualifications

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We are looking for natural storytellers with a passion for creativity and impact to help us tell positive stories about the benefits of the shift to eating more plants and less animals. Therefore, background in journalism, press/public relations, marcomms, or related fields, along with experience in devising successful communication strategies, makes you a strong candidate.

We seek an experienced communications professional with a minimum of 10 years of experience crafting positive, winning narratives and working successfully with others.

- Excellent understanding of communications strategy with an eye to making social change happen.
- Comfortable working in a start-up environment demonstrating a willingness to take risks, working with autonomy and supporting others.
- Proven experience in leading communications campaigns to sell products or change public policy or corporate behaviour.
- Outstanding people management skills, including experience in leading impactful teams remotely.
- Track record of building strong relationships with media, and other NGOs; good understanding of power dynamics and different approaches to social change.
- Excellent writing and storytelling skills in English; the knowledge of other languages is a plus.

- The ability to think out-of-the-box and introduce new and innovative ideas, as well as to adapt our campaign and communications to changing circumstances.
- Commitment to Madre Brava's values.
- Good knowledge of the use of creative tactics, such as films, to win campaigns.
- Good knowledge of the media landscape beyond the UK.

## Compensation & Benefits

IT reimbursement, generous and flexible leave, and a developing compensation and benefit package.

## Equal Employment Opportunity

Madre Brava offers equal employment opportunity to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression or marital status. We are committed to a diverse and culturally inclusive workplace.

## Other Notes

This job is initially offered on a contract basis while Madre Brava establishes human resources infrastructure in the markets in which we work. Please be aware of this provision prior to applying. However, Madre Brava will ensure that healthcare expenses will be reimbursed; they are currently working towards expanding their benefits.



# How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the “Apply” button on the job advert page, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process. The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Documents Name-Date (mmyy) e.g., Pat-Jones-CV-042024-MadreBrava or Pat-Jones-CoverLetter-042024-MadreBrava.

## Timeline

|                         |               |
|-------------------------|---------------|
| Closing Date:           | 20th May 2024 |
| First stage interviews: | TBC           |
| Final interviews:       | TBC           |

## Selection Process

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the role email to their safe senders list and regularly check their spam folder.

## Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email at [madre-brava@oxfordhr.com](mailto:madre-brava@oxfordhr.com) in the first instance.







# About Oxford HR

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Exceptional leaders can inspire change and propel purpose-led organisations towards reaching their world-changing goals. Finding such leaders can be a challenge; and yet their transition into leadership is vital to an organisations mission and success.

Oxford HR is a global leadership consultancy dedicated to searching for and supporting remarkable leaders and teams in purpose-led organisations.

We understand the nuances of purpose-led leadership because we've worked in organisations across the breadth of the sector ourselves. We've also worked with such organisations since 1995; so we appreciate just what benefits impactful people can bring.



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