

Director of Communications, McKinsey.org

ORGANIZATION PROFILE

Founded by McKinsey & Company in 2018, McKinsey.org is an independent non-profit whose mission is to have lasting and substantial impact on complex social challenges. We act as an incubator for new, scalable solutions to social issues in partnership with leaders from the private-, public- and social-sectors.

Our first program on **Sustainable Communities** launched with an initiative called **Rethinking Recycling**, focused on helping cities increase the amount of their waste recycled, particularly plastics and organic materials. Based on our research across more than 20 countries, we are developing solutions to put all waste to productive use for the benefit of communities and the environment. We believe that a community-scale solution that captures the full value of all waste streams and addresses all stages of the waste and recycling lifecycle, from the communities who generate the waste to the companies committed to buying recycled materials, can be economically self-sufficient, and environmentally and socially responsible.

Over the coming years, we will add additional initiatives and programs on topics beyond Sustainability and Recycling. In 2019, we expect our small team will increase to around 10-12 people, with the support of McKinsey & Company and other funders and partner organizations.

McKinsey.org is an equal opportunity employer.

POSITION DESCRIPTION

Our Director of Communications will lead the development of a new communications strategy for the next phase of McKinsey.org's work, as we move from start-up into initial program activity and beyond. Our strategic communications need to amplify our impact through effective global and local partnerships, high-impact thought leadership, and institutional storytelling. The Director of Communications will have the opportunity to shape this strategy, as well as to build the communications infrastructure required, and to lead delivery.

Responsibilities include:

1. **Communications strategy:** Develop a communications strategy to support and amplify McKinsey.org's ambitions for impact, identifying key global and local audiences, objectives, messaging, channel mix and tactics, defining key milestones and moments for external outreach.
2. **Digital strategy:** As part of the communication strategy, refresh and expand our website, establish and maintain a strategic social media presence.
3. **Thought-leadership:** Work with our research teams to shape McKinsey.org's publishing and lead communications activities to maximize the impact of our research.
4. **Events:** Identify high priority conferences and other events and support the team to maximize impact of participation.

5. **Media:** Monitor media, respond to inquiries and develop a proactive strategy to build media relationships and leverage these effectively.
6. **Partnerships:** Help identify and build relationships with priority global partner organizations and support McKinsey.org teams to build local partner relationships, addressing issues including how the organizations will work together, joint-messaging and communications protocols
7. **Donors:** Support relationships including joint internal and external communications.
8. **Risk management:** Identify and help manage reputation risks in McKinsey.org's activities and partnerships.

Skills and experience

We're seeking an experienced communications professional who has:

- Passion for and experience of working on sustainability (or potentially related areas of social impact)
- Familiarity with the sustainability "ecosystem" (ideally related to cities, waste, recycling or plastics) and key players across private, public and social sectors
- Working knowledge of the third sector, foundations, philanthropies
- Comfort engaging with and effectively navigating complex, multi-faceted organizations, including in the private sector
- A broad communications skill set across channels (including media, digital, social, events) and from strategy to execution
- Comfort working in a "start-up" environment, with the associated level of ambiguity
- Agile, able to adapt to changing priorities
- Flexible, able to support teams and events happening in real time, across global time zones
- Excellent written English, an ability to high quality write copy, e.g. for web or social
- Innovative, creative and able to stretch us in how we think about and do communications

Location

The Director of Communications will be based in the U.S. and will work remotely. Our preference is for them to be based in the East Coast time-zone, to enable successful collaboration across our global team. They will travel occasionally to project locations (currently Indonesia and Argentina) and for team meetings. The successful candidate will be required to prove they have the right to work in the U.S..

Key relationships

The Director of Communications will report to McKinsey.org's CEO Mona Mourshed, based in Washington D.C., and the Global Executive Director for Sustainable Communities, Shannon Bouton, based in Detroit, and work closely with McKinsey.org teams based in Argentina, Indonesia and the US. They will also need to be comfortable working directly with senior stakeholders within McKinsey & Company's communications teams and peers in McKinsey.org's partner organizations.