

Communications Lead

Position Type: New

Employment Type: Full Time

Location: New York, Washington, D.C. or flexible

Summary: The Cognizant U.S. Foundation was launched in May 2018 with an initial \$100 million investment to support STEM education and skills training across the United States. Since its founding, the Foundation has awarded \$30 million to organizations working to educate and train the next generation of workers in a diversity of communities—from Charlotte to Chicago to women and veterans in nearly every market.

The Cognizant U.S. Foundation is a 501(c)(3) private foundation with a lean management team that is looking for someone who can own and implement all marketing and communications on behalf of the Foundation. This person will be responsible for creating and building a meaningful brand that aligns with our mission and investments to date.

The position requires an ability to develop and execute communications strategies, implement marketing activities, and demonstrate progress toward goals. We are especially interested in applicants who value working on small teams, thrive in fast paced environments, and have a demonstrated commitment to the mission.

Duties and Responsibilities:

- **Communications Strategy and Implementation (30%)**
 - Develop and implement all communications strategies on behalf of the Foundation
 - Liaise with Cognizant, grantees, and partners to craft overall communications strategies and announcement plans
 - Measure the effectiveness of communications and PR on behalf of the Foundation
 - Craft communications messages and strategies that are culturally competent and inclusive
 - Support the Foundation and its grantees in event execution, monitoring, and evaluation of marketing and communication activities
- **Project Management (20%)**
 - Oversee execution of all creative content including working closely with vendors (graphic design, PR firm, social media, web, etc.) to ensure all communications are executed creatively, on time and within budget
 - Liaise with Cognizant corporate communications to ensure alignment and execution of all Foundation related activities
 - Manage approvals process for all marketing and communications
- **Content Development (20%)**
 - Draft messaging and talking points for events as well as complementary social content

- Develop content for blog, website, social, and internal communications
- Develop thought leadership for internal and external communications
- **Digital (15%)**
 - Oversee digital strategy and manage all digital channels for the Foundation
 - Develop impact stories and stats around the Foundations investments and the grantees
 - Create and post content weekly on the Foundation's website, LinkedIn page, Twitter, and Mailchimp
- **Media Relations (15%)**
 - Support new opportunities and/or story angles to pursue on behalf of the Foundation and craft pitches/news releases and other communications
 - Pitch story angles to local, regional, and national media

Requirements:

- Communications experience; fluency with digital communications tools and a proven track record of success in advancing marketing goals
- Demonstrated commitment to the mission and work of the Foundation; commitment to diversity, equity, and inclusion within all functions of work
- Four to eight years minimum communications experience working directly on CSR/mission-driven/social good projects or content development
- Proven ability to oversee projects from initial strategy through tactical implementation
- Excellent writing skills, understanding of inclusive and plain language practices, and ability to write across a variety of channels and mediums
- Strong organizational and communications skills, familiarity with project management, and ability to work in a fast-paced environment
- Demonstrated curiosity and learning orientation, positive attitude, willing to jump in on any and all type of work
- Ability to travel 30%

Preferred but Not Required:

- Workforce and or education expertise
- Experience working in a communications agency or similar environment
- Media relations and pitching experience

To apply, please submit your resume and cover letter to connect@cognizantusfoundation.org.