



Position Description

Title: Chief Communications and Marketing Officer (CCMO)
Reports to: President and Chief Executive Officer (CEO)
Location: NY, SF, DC, or Chi
FLSA status: Exempt

About the Organization

Over the last two decades, Upwardly Global has supported thousands of immigrant, refugee, and asylee professionals in transitioning from poverty or exclusion to skill-aligned, thriving-wage careers through its customizable Career Coaching Program and comprehensive approach to integrating skilled immigrants into the U.S. job market. Upwardly Global is a data-driven, innovative organization that operates out of four major U.S. markets and provides remote services to several parts of the country. It is unwavering in its commitment to a diverse and inclusive culture where every voice matters.

Upwardly Global provides a range of career-readiness products and services to directly support immigrant, refugee, and asylee job seekers as well as employer partners and immigrant-serving organizations, including workforce services, community colleges, and refugee resettlement systems. Our comprehensive suite includes Upwardly Global's e-learning platform, coaching assistance, reskilling and upskilling programs, and mentorship and technical support. These products empower organizations to effectively address the distinct challenges in workforce development and inclusion that are encountered by internationally trained professionals.

The Opportunity

As our Chief Communications and Marketing Officer (CCMO), you will be the driving force behind Upwardly Global's communications, shaping strategic direction and creatively advancing our brand and marketing strategies to set up Upwardly Global as an industry leader. This role is equal parts strategy, team leadership, and making things happen. You will be leading an engaged and successful marketing and communication team, crafting culture and developing talent aligned with our purpose and values.

In this position, you will collaborate with diverse partners across various geographies to spearhead marketing, advocacy, and storytelling initiatives. These initiatives are designed to amplify our impact, boost revenue, and strengthen community action and partnerships. You will be at the forefront of challenging existing narratives and driving transformative change in the employment landscape for immigrant, refugee, and asylee professionals.

In this role, you are not just part of the team — you're at the heart of it, working closely with Upwardly Global's President and CEO. Together, you will enhance our strategic approach and define our market presence. This role is our platform to revolutionize the dialogue around workforce inclusion, dismantle misconceptions, and accelerate our mission. Your leadership will ensure our messaging resonates widely and meets the specific needs of our targeted audiences, maintaining alignment with our overarching goals.

Our ideal candidate is a seasoned and creative leader with a depth of experience in both developing and executing strategies, bringing them to life through inspiring and impactful multichannel communications. The ideal candidate inspires and engages deeply while making strategic, intelligent decisions and is ambitious, thrives on collaborative energy, and consistently celebrates team successes while learning from setbacks to remain aligned with strategic goals.

Job Responsibilities:

- **Setting strategic direction:** Develop and execute a strategic vision for the organization's thought-leadership initiatives, aligning with organizational goals and industry trends.
- **Stakeholder engagement:** Develop and own an integrative framework to effectively engage and influence our stakeholders to address employment barriers for immigrants and expand our reach and impact.
- **Stakeholder relationships:** Maintain robust relationships with key stakeholders, including internal stakeholders such as other C-suite executives and the board of directors, and external stakeholders such as media, partners, and influencers.
- **Public awareness and media relations:** Oversee public awareness and elevate our media presence. Plan and execute targeted media campaigns to reach the target audience. Identify, cultivate, and maintain media relationships to grow brand recognition and thought leadership.
- **Brand enhancement and alignment:** Elevate the organization's brand visibility and reputation. This could involve improving brand perception metrics through targeted marketing campaigns and effective public relations strategies and ensuring consistency in messaging and visual identity across all channels.
- **Strategic messaging:** Develop and execute multifaceted messaging campaigns that challenge conventional wisdom — fostering a deeper understanding of the employment barriers faced by immigrant, refugee, and asylee professionals — and promote effective solutions.
- **Content development:** Oversee the creation of compelling and influential content, including articles, op-eds, and presentations, to position Upwardly Global as a thought leader in the field of employment opportunity equity.
- **Communications:** Oversee all external and internal communications functions including public relations, executive communications, crisis communications, report writing, content development, social media, website content, and speaker program/conference participation.
- **Marketing:** Create and execute a robust and innovative marketing strategy for the products and tools we offer to our ecosystem and workforce partners to drive adoption, generate revenue, and expand product utilization. In addition, develop strategies to engage job seekers, donors, volunteers, alumni, and corporate and workforce partners.
- **Market expansion:** Successfully enter new markets and customer segments. This involves understanding new markets, developing tailored marketing strategies, and adapting communication messages to meet diverse customer needs.
- **Educational initiatives:** Develop and implement initiatives to educate the public, employers, and the media on the potential and value of immigrant, refugee, and asylee professionals in the U.S. workforce. Oversee the planning, execution, and optimization of multichannel marketing campaigns, leveraging digital, social media, PR, and other channels.
- **Research and Insights:** Utilize Upwardly Global's wealth of insights to drive thought leadership initiatives, ensuring that our organization is at the forefront of discussions on employment opportunity equity.
- **ROI and Metrics:** Demonstrate a strong return on investment (ROI) for marketing activities. This includes providing clear metrics that show the impact of marketing efforts on organizational goals, such as lead generation and conversion rates and overall funds raised.

Work Environment and Physical Requirements:

- Requires the ability to travel regionally and nationally; travel up to 25%.

Qualifications:

- 10+ years of successful experience in communications and marketing, overseeing brand strategy and creative deliverables.
- 5+ years of experience in leadership roles with increasing responsibilities.
- A proven track record of visionary leadership in developing and promoting thought-leadership initiatives, challenging established norms, and driving positive change in the realm of employment opportunity equity.
- Demonstrated success in developing and managing a full-scale external relations and communications operation and translating high-level strategy into tactical implementation.
- Demonstrated ability to think strategically and creatively.
- Exceptional written and verbal communication/public-speaking skills, with the ability to craft compelling messages that resonate with diverse audiences.
- Familiarity with issues related to employment opportunity equity and the unique challenges faced by immigrant, refugee, and asylee professionals in accessing the U.S. workforce is highly desirable.
- Strong passion for social justice issues and demonstrated commitment to diversity, equity, inclusion, and belonging (DEIB) in the workplace is required.

Join us on our mission to dismantle employment barriers for immigrant, refugee, and asylee professionals and shape a more inclusive and equitable future. As the CCMO at Upwardly Global, you will be a driving force in advancing thought leadership that transforms perceptions and creates meaningful impact in the realm of employment opportunity equity.

Salary Range Transparency

- **Central Region:** \$200,000 - \$225,000 USD per year
- **Western/Eastern Region:** \$215,000 - \$235,000 USD per year

Salary Range Disclaimer

The base salary range represents the low and high end of the Indeed salary range for this position. Actual salaries will vary depending on factors including, but not limited to, location, experience, and performance. The range listed is just one component of Upwardly Global's total compensation package for employees. Benefits include a paid time off policy, hybrid or remote work schedule, medical/ dental/vision insurance, short-term disability insurance, life insurance, and retirement plan with employer match. Upwardly Global is deeply committed to building a workplace where inclusion is not only valued but prioritized. We're proud to be an equal-opportunity employer, seeking to create a welcoming and diverse environment.

Interested candidates should apply by clicking [here](#) and submitting a resume and cover letter.