

DIRECTOR, INTEGRATED CHANNEL MARKETING

ORBIS INTERNATIONAL

LOCATION—REMOTE



Aspen Leadership Group is proud to partner with Orbis International in the search for a Director, Integrated Channel Marketing.

The Director, Integrated Channel Marketing will be responsible for the implementation and execution of donor-centric integrated marketing efforts, including prospect, renewal, and cultivation campaigns and activities via multiple engagement channels (online and offline) to maximize the revenue and increase awareness of Orbis activities, concerns, expertise, and values. The Director will collaborate with development and communications colleagues across the organization in the formulation and administration of departmental strategies, policies, and systems.

Orbis International is a non-profit that believes no one should live with avoidable blindness or vision loss simply because of where they were born. Its mission is to use its network of partners, supporters, staff, and sector-leading volunteers to empower local communities with the skills and resources necessary to fight blindness and vision loss on their own. It works alongside communities to provide training and guidance to all types of eye care professionals—from doctors and nurses in regional hospitals to district leaders and healthcare workers in remote areas—to leave a long-term eye care legacy that will restore vision for generations to come. Orbis builds its networks on trust and commitment and seeks to collaborate with corporate partners, fellow NGOs, and local hospitals. It has made a promise to local eye teams to always strive for excellent, sustainable results that will suit its local partners' needs.

With the help of its partners and supporters, Orbis has been a pioneer in the prevention and treatment of blindness and vision loss for over 40 years. It works where the need for eye care is greatest and where it can do the most good. Orbis runs dedicated in-country programs in Africa, Asia, the Caribbean, and Latin America; an award-winning telemedicine and e-learning platform, Cybersight; and the world's first and only Flying Eye Hospital, a fully accredited ophthalmic teaching hospital on board an MD-10 aircraft. Orbis has positively impacted the lives of millions of adults and children, enabling them to see the world clearly and thrive. Orbis is looking to attract inspiring and motivated people to help fight avoidable blindness and vision loss in communities around the world. Experience is vital to any application, but over and above this, Orbis is looking for individuals who share its values.

REPORTING RELATIONSHIPS

The Director, Integrated Channel Marketing will report to the Chief Development Officer, Kim Goldsmith-N'Diaye, and will collaborate closely with the Director of Mass Audience; Associate Directors of Midlevel and Major Gift Audiences; Directors of Research & Analytics and Development Operation as well as the Vice President of Global Communications & Marketing. Over time, the Director, Integrated Channel Marketing will manage a team of four including the Associate Director, Direct Mail; Associate Director, Digital Marketing Strategy; Manager, Emails, SMS, Donation Pages; and Manager, Website, P2P.

FROM THE CHIEF DEVELOPMENT OFFICER

It is an exciting time to join Orbis because our CEO, Derek Hodkey, has launched our new five-year strategic plan. As we work to make this plan a reality, we will be leveraging all of our training platforms, engaging our global colleagues—in offices from Lusaka to Ulan Bator—and harnessing numerous emerging technologies—like virtual reality simulation—to increase our reach and better evaluate our results. The US Development Group along with our international development teams and our affiliates, will play a critical role in realizing the strategic plan. To that end, the US Development team is in the process of re-aligning for growth. The Director, Integrated Channel Marketing is a critical position and presents the opportunity to build a “best in class” integrated marketing program across all audiences and drive exponential revenue growth over the next five years. During the first year, success will be measured through the ability to build relationships across the organization; establish a team; bring on formidable agency partners; and move the needle on revenue.

—Kim Goldsmith-N'Diaye, Chief Development Officer

ORBIS INTERNATIONAL'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Orbis International recognizes and values the intersecting identities people bring to the organization. As a global organization, Orbis welcomes qualified applicants who reflect the five Orbis values of Accountability, Commitment, Equity, Innovation, and Integrity. Orbis encourages qualified applicants from diverse backgrounds, cultures, lived experience with their mission, and those belonging to communities that have been historically excluded or marginalized to apply. Frequently cited statistics show that members of structurally marginalized and underrepresented groups apply to jobs only if they meet 100% of the qualifications. Orbis encourages candidates to break that statistic and to apply.

PRIMARY RESPONSIBILITIES

The Director, Integrated Channel Marketing will

- lead a collaborative process to implement engagement strategies for mass and mid-level audiences, major gift, planned giving, corporate giving, and foundation giving in alignment with development department annual goals;
- collaborate on integrated engagement strategies so that the development department and each audience team is informed about best-in-class integrated engagement donor-centric tactics to achieve departmental goals;
- develop and oversee the implementation and execution of plans for all development department related programs and activities (direct mail, digital, events, etc.);
- appoint, lead, evaluate, and manage channel expert staff;
- delegate authority, consult with, and guide staff to achieve goals;
- provide ongoing feedback in a context of mutual respect, tracking staff according to each staff's yearly workplan and goals;
- execute integrated marketing campaigns (acquisition, renewal, and cultivation) via all relevant communication channels;
- prioritize integrated cross-channel communication by following departmental annual plan and budget constraints, and responding to emergent needs;
- drive innovative approaches in Integrated Channel Marketing and plan and implement tests in order to grow alongside strategic priorities with the assistance of the research and analytics team;

- oversee all channel production activities by staff and external partners, agencies, and vendors in the writing and designing of marketing pieces;
- work closely with the research and analytics team to evaluate market research, trends, and existing tests, for use in monitoring current channels and messages and forecasting future channel needs; and
- prepare and administer the expense budget for channels.

LEADERSHIP

Derek Hodkey President and CEO

With 25 years of experience in health-related fields, Derek Hodkey brings with him a wealth of leadership experience that spans across international development, research and development, life sciences, non-profit as well as in the biotech and pharmaceutical sectors to his role as President and CEO. He joined Orbis in September of 2020 from Counterpart International, an international non-governmental organization that partners with leaders, organizations, and social sector networks to build inclusive, sustainable communities. With his rich expertise in the health space and background leading global teams, Derek helps Orbis continue to push boundaries and transform lives through the treatment and prevention of blindness. Before his role as Counterpart’s Chief Operating Officer, a role in which he served for six years, Derek spent eight years at the International AIDS Vaccine Initiative.

As a scientist, Derek began his career at Merck & Co, initially as a chemist, but went on to hold several roles over the next 12 years—including Director, Resource & Research Planning—before moving into a senior management position at Vertex Pharmaceuticals and Cambridge Healthtech Associates Inc. Derek holds an M.B.A. from Fairleigh Dickinson University and a B.S. in Chemistry from the University of Akron.

Kim Goldsmith-N'Diaye Chief Development Officer

As Chief Development Officer, Kim Goldsmith-N'Diaye is charged with leading a robust effort to grow and diversify fundraising streams, raise overall revenue, and expand gifts-in-kind to help fight avoidable vision loss around the world. Kim joined Orbis International in January of 2023.

Kim comes to Orbis with a deep knowledge of fundraising for international development and emergency relief organizations. Before joining Orbis, she was Chief Development Officer at Doctors Without Borders US (Médecins Sans Frontières US), where she developed secure and diversified private income streams across all levels of donors—including mass market, mid-level and major donors, corporations, foundations, and planned giving—in the US market. Prior to Doctors Without Borders US, Kim worked at World Vision US as Executive Director, Consumer Segments and Product Marketing, where she led the Mass Market segment fundraising portfolio.

Prior to her work in the non-profit sector, Kim worked in the private sector at Nationwide Insurance and Verizon Communications as Vice President of Marketing and Executive Director of Marketing, respectively. As a marketing executive, Kim successfully developed and implemented strategic marketing programs that increased demand-generated revenue and consumer loyalty.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Orbis International seeks a Director, Integrated Channel Marketing with

- a commitment to the mission of Orbis International—to work with its network of partners to mentor, train, and inspire local teams to fight blindness in their communities;

- expertise in direct marketing with a focus on digital acquisition and retention (agency experience is preferred);
- solid experience with direct mail and email marketing;
- a demonstrated ability to drive innovation;
- superior project management skills including an ability to manage a variety of large vendors doing complex technical and creative work on behalf of their clients;
- demonstrated leadership expertise and strong leadership abilities as a manager, facilitator, and integrator including strong negotiation skills;
- exceptional interpersonal and representation skills;
- excellent oral and written communication and organizational skills and attention to detail;
- an ability to analyze and synthesize complex and sensitive material and use it to execute strategic plans, and break down as appropriate to craft well-informed messages to donors;
- an ability to handle a large volume of work, multiple projects, and competing priorities;
- an ability to problem solve;
- facility with spreadsheets, budgets, and forecasting; and
- superior judgment and tact.

A bachelor's degree or an equivalent combination of education and experience and at least 10 years of experience developing and implementing integrated marketing campaigns, including at least five years of staff management experience, in a non-profit organization or for-profit organization/agency, including development and implementation of direct marketing related activities, is preferred.

SALARY AND BENEFITS

The salary range for this position is \$150,000 to \$170,000 annually. Orbis International offers a comprehensive package of benefits.

LOCATION

This role is based in the United States, with the option to work remotely or be assigned to the Orbis New York City office. For those who prefer to work in an office setting, the New York City office has temporary and permanent desk solutions for employees already local to the city that can accommodate those preferences. Access to other Orbis offices may be provided. Orbis's current policy requires that all staff visiting or working in the New York City office must be vaccinated against COVID-19.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Orbis International as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected. All inquiries will be held in confidence.

To apply for this position, visit:

[Director, Integrated Channel Marketing, Orbis International.](#)

To nominate a candidate, please contact Patrick Key:

[patrickkey@aspingleadershipgroup.com.](mailto:patrickkey@aspingleadershipgroup.com)