Job Description

Title: Director of Marketing and Communications
Location: Remote, US Based preferred
Working Hours: Core availability for meetings between 9:00am and 5:00pm Eastern Time (ET). Candidates outside the Eastern time zone are welcome to apply, provided they can overlap with these hours.
Reports to: Vice President, Principal Gifts

Overall Description

Grassroot Soccer (GRS) is hiring a Director of Marketing and Communications to develop and execute a comprehensive communications and storytelling strategy for the organization. As a member of the Senior Management Team, you'll build and protect our brand, own our external narrative, and engage donors, foundations, and corporate partners — turning our impact into stories that move people to act. The Director will hold an organization-wide responsibility for institutional voice, messaging, and brand strategy, setting the standard for how GRS communicates across channels, audiences, and high-profile moments.

GRS is an adolescent health organization that leverages the power of soccer to equip young people with the life-saving information, services, and mentorship they need to live healthier lives. GRS's evidence-based SKILLZ programs, led by trained local Coaches, incorporate soccer and fun into interactive and dynamic activities about health that engage young people and break down stigma and cultural barriers.

Since it was founded in 2002, GRS has established itself as a game-changer in adolescent health by empowering young people to make educated choices about their most pressing and interconnected health challenges, including HIV/AIDS, mental health, gender-based violence, and issues around sexual and reproductive health such as teen pregnancy. GRS works with affiliate sites in South Africa and Zambia and has also partnered with organizations in more than 60 countries.

With proven results and a consistent focus on research and innovation, GRS programs have reached more than 25 million young people across the world.

Key Responsibilities

- Develop and execute a comprehensive communications and storytelling strategy across the organization
- Own brand strategy, positioning, and our visual/verbal identity

- Lead external communications and strengthen relationships with donors, foundations, and corporate partners, including PR, media relations, and create opportunities for leadership visibility
- Design and execute marketing strategies that engage current and prospective donors, clearly articulate GRS's mission and values, and directly support fundraising goals
- Lead and execute our knowledge management strategy, including the development of core organizational collateral, FAQs, one-pagers, and annual impact reports, ensuring these materials are compelling, and accurate
- Develop scalable systems that allow other departments to draft versions of their own communications while preserving centralized quality control and organizational consistency
- Drive brand visibility and digital growth through effective audience targeting, social media strategy, content campaigns, and channel optimization
- Support advocacy and influence efforts that advance our mission with key external audiences
- Ensure staff and boards are using the same language

Additional Responsibilities

- Shape AI strategy as it relates to communications and storytelling
- Serve as a thought partner and writing resource to the development function, including donor communications, proposals, and reports
- Own the marketing budget and manage staff, agencies, and vendors
- Provide communications and storytelling support for key organizational events
- Support GRS's professional soccer ambassadors and identify and recruit new prospects
- Occasional domestic and international travel required

Qualifications and Competencies

- 7+ years of experience in communications, marketing, or a closely related function, with ownership of communications strategy in a complex, mission-driven organization
- Track record of translating complex, technical, or research-based content into compelling narratives for diverse audiences
- Experience developing and executing a diversified marketing and communications plan that supports revenue growth and mission impact
- Experience growing marketing and social media channels
- Experience with online fundraising platforms, campaign development, and execution
- An entrepreneurial mindset and approach; comfortable building programs with limited resources

- Demonstrated drive and enthusiasm and ability to function in a fast-paced, remote-working team environment within tight deadlines
- Proven ability to solve problems independently without direct supervision
- Passion for and commitment to Grassroot Soccer's mission and vision

Successful leaders at Grassroot Soccer are bold, yet humble. They are passionate about the mission of Grassroot Soccer and understand their role on the Grassroot Soccer team to achieve its mission.

Compensation and Benefits

For US-based candidates, the salary range for this role is $76,000 - $125,000 USD per year. Where a candidate falls within the range depends on experience, qualifications and internal pay equity. For candidates based outside the US, pay is set using location-based salary bands. Grassroot Soccer is committed to competitive, fair compensation for every role.

We welcome applications from candidates with senior-level experience, including those at the Senior Director or VP level. For the right candidate, we are open to adjusting the role's scope and title, with compensation commensurate with that level. We encourage such candidates to share in their cover letter justification for consideration at the higher level as well as their vision for the role.

Grassroot Soccer offers a benefits package that varies by location. For US-based staff, this includes health insurance, dental insurance, disability insurance, retirement plan, and paid leave. Benefits for staff outside the US are provided in line with local laws and practices.

To Apply

Please submit your cover letter and resume/CV via this link.

Applicants must already be authorized to work in the country where they will be based. Grassroot Soccer is unable to offer visa sponsorship, immigration support or relocation assistance for this position.

We are an equal opportunity employer and believe in fair and equitable pay practices. We are committed to diversity, equity, and inclusion, ensuring that all employees, regardless of background, have equal access to opportunities for growth and success.

Grassroot Soccer does not discriminate on the basis of race, color, religion, gender, sexual orientation, gender identity, national origin, disability, veteran status, or any other protected characteristic. We strive to create an inclusive workplace that reflects the diverse communities we serve.