



Solve pollution. Save lives. Protect the planet.

Vice President of Communications

About Pure Earth:

Pure Earth is a growing international nonprofit addressing one of the most urgent yet solvable global health crises: toxic pollution and its profound impacts on human health. We specialize in preventing exposure to lead and other toxins in low- and middle-income countries, embedding solutions into government systems that outlast any single project or grant.

With substantial multi-year funding through the Audacious Project, Bloomberg Philanthropies, Coefficient Giving, and other partners, secured through 2033, Pure Earth is leading one of the largest concentrated efforts ever undertaken to end childhood lead poisoning. We are scaling proven interventions across dozens of countries in Latin America, Africa, and Asia, working in partnership with governments, multilateral organizations, leading philanthropies, and frontline organizations to identify exposure sources, mitigate contamination, and improve policies and regulation.

Pure Earth holds top ratings from Charity Navigator and Candid, and our work has been featured on the TED mainstage and across major news and global health outlets. At Pure Earth, you'll join an agile, mission-driven team that translates science and innovation into measurable impact, with the resources, partnerships, and ambition to deliver change at scale.

Position Overview:

The Vice President (VP) of Communications is responsible for Pure Earth's global brand and will own the tone, voice, and visual identity of the organization while shaping the external and internal narrative and stakeholder engagement strategy. This role is a senior leader within the organization, sits on the Leadership Team, comprised of department heads and the Pure Earth C-suite.

The VP of Communications will develop and lead a world-class communications function, working from HQ in New York and guiding a seasoned global team operating across Latin America, Africa, and Asia. This role will ensure that the team works together to evolve, promote, and protect Pure Earth's brand reputation. Further, the VP of Communications will serve as an ambassador for the brand, representing Pure Earth in relationships with all stakeholders across the varied communications ecosystem. The role requires extensive experience and mastery in brand building, storytelling, and stakeholder identification and engagement. Demonstrated expertise in inter-cultural fluency, operating across time zones and in a multi-lingual environment, and facility with topics, issues, and actors within international development are essential for success in this role.

The VP of Communications reports to the Chief External Relations Officer and oversees the entire Pure Earth Communications Department, with direct supervision of the Assistant Director, Global Communications, the Assistant Director, Strategic Program and Policy Communications, and the Senior Advisor, Global Communications. The VP of Communications is also responsible for close coordination with the VP of Programs on oversight of country-office communications.

Reports to: Chief External Relations Officer (CERO)

Work Location:

New York City and surrounding area preferred, remote considered

Employment Type:

Full-Time, Exempt

Scope of Work:

Key responsibilities include but are not limited to:

Vision, Strategy, and Leadership

- Build and deploy a cohesive global brand framework, with consideration for the nuanced needs of different key audience groups across the many markets in which we operate
- Execute an audience-centric integrated strategic communications plan to advance Pure Earth's brand identity and increase the visibility of our programs and priorities across key stakeholder audiences
- Support and elevate Pure Earth's leaders (inclusive of this role) to cultivate and enhance meaningful relationships with targeted, high-level external audiences
- Proactively identify challenges and emerging issues faced by the organization, and ensure the organization is appropriately prepared for any crises that may emerge

Day-to-Day Operations

- Oversee development of all Pure Earth global communications materials including but not limited to the annual report, Pure Earth's website and new media, newsletter, blog posts, etc.
- Cultivate relationships with key journalists and serve as lead point person on media relations
- Oversee the day-to-day activities of the communications function including external consultants and / or agencies and seamless integration across the organization

Team and Talent

- Lead a talented global team in the development and execution of global, regional, and local communications strategies
- Identify needs and opportunities, and mentor, train, and / or recruit and develop new talent to achieve success
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives and establish priorities

Success in the First 12 Months

- Develop and disseminate Pure Earth's evolved brand and leadership positioning, ensuring that priority audiences are defined and engaged using high-quality digital and social content.
- Effectively scale global communications operations, maintaining consistency and quality of external messaging.
- Advance Pure Earth's approach for communicating programmatic vision and impact with internal and external stakeholders

Required Qualifications and Experience

Education

University degree in Communications, International Development, or equivalent combination of education and professional experience.

Experience

- 15+ years of progressive professional experience in a communications role, with at least 5 years in a senior leadership position in a nonprofit, agency, or brand setting
- Proven experience designing and executing global communications strategies in partnership with teams in multiple markets, preferably including low- and middle-income countries
- Excellent background in cultivating strong media relationships
- Extensive experience working for a global non-profit or international NGO, with a sophisticated understanding of cross-cultural communication challenges and technical needs
- Deep experience working with data and analytics, with demonstrable expertise in leveraging data to achieve communications results
- Fluency across communications channels (social, digital), platforms (events, conferences), and AI-based tools
- Strong leadership and team management skills, with a track record of mentoring and scaling communications talent

Salary

NY HQ (Tier A): This is a full-time exempt position with a compensation range of \$105,000 - \$200,000 (L6). This role is eligible for benefits including medical, dental, and vision benefits, paid holidays, paid sick time, paid parental leave, 401(k) plan participation, and life and disability insurance. Only those who have authorization to work in the US will be eligible.

Equal Employment Opportunity

It is the policy of Pure Earth to provide equal opportunity for all qualified persons and not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender or gender identity, age, national origin, disability, sexual orientation or any other protected status.

This job description may be revised and updated as required to meet organizational objectives.