

CHIEF MARKETING OFFICER

THE INITIATIVE

This initiative is about reform of humanitarian development operations. Its breadth and depth is unprecedented. The mission is to save lives and improve the health of millions of people around the world who are being failed by the humanitarian system, who are negatively impacted by climate change, and who lack access to permanent health infrastructure.

In the past decade, air pollution has driven an exponential increase in the rates of respiratory illness and deaths. According to the World Health Organization, seven million people per year perish from respiratory disease where air pollutants are the causative agent, with no preventive treatment currently available. People in developing nations are significantly impacted, yet have the least access to adequate health services. At the same time, humanitarian development missions lack impact and resources, creating unsustainable dependency rather than building community resilience.

This initiative aims to solve these two interrelated problems, setting a new precedent for humanitarian development operations and driving long term positive social, economic, and ecological impacts.

Researchers at Columbia University, in association with the T.H. Chan School of Public Health at Harvard University, have demonstrated that respiratory disease and death can be prevented and/or mitigated. We will establish a steward-owned B corporation to offer this affordable new drug therapy to people living in poverty and the OECD countries around the world.

Proceeds from the high-volume, low-cost sale of the drug will be directed to a new, independent non-profit medical organization that will develop and operate permanent 2nd tier teaching hospitals in rural and remote locations in developing countries as a free service. Once established, ownership will be transferred to the communities in which they are located. These facilities will be designed, built, and operated at the highest possible environmental standards to offset further climate impacts, and will improve health outcomes, catalyze economic development, and increase the resilience of local communities.

The commitment of this initiative to transformative change includes innovative approaches in all facets of the organizations in order to deliver greater impacts and provide a new model for the humanitarian sector. For the B corporation, this includes everything from its ownership and legal structures, to its internal organizational structures, and an executive team to be comprised of a diverse group of dynamic leaders representing people who have traditionally been systemically and structurally excluded from these positions and opportunities.

In order to allow the organization to operate independently in pursuit of its mission, initial capital for the B Corporation will be raised from private family offices aligned with humanitarian principles and focused on women's advancement, health, and climate change. The business model for the non-profit organization, in addition to the revenue from the sales of the drug, will mirror that of Medecins Sans Frontieres in order to minimize the risk of government or corporate influence.

We are at the beginning of a long and arduous journey that will demand the best and the brightest. Those that suffer on the ground deserve no less.

SWISS WORKING GROUP

THE POSITION

The Chief Marketing Officer is a member of the B corporation's executive leadership team responsible for its overall marketing strategy. She will develop the marketing program, lead the creation and execution of the brand strategy, and cultivate the organization's public image. The CMO also collaborates with senior leadership to shape and drive the organization's strategies, fostering a culture of thinking differently and continuous improvement to achieve transformative outcomes.

The CMO reports to the Chief Executive Officer.

RESPONSIBILITIES

The CMO is responsible for:

- Development and implementation of comprehensive, innovative global marketing strategy
- Development and growth of a global brand, ensuring the mission, values, and message are consistent across markets
- Creation and tracking of the marketing budget
- Analyzing markets to understand local nuances
- Creation of global segmentation, targeting and positioning plans tailored to local markets
- Identification of optimal sales channels based on cultural and social norms in each market, and ensuring compliance with local regulations
- Development and implementation of innovative consumer education, public relations, and media relations strategies
- Establishing and sustaining strategic alliances and creative collaborations
- Establishing and tracking key performance indicators
- Establishing and executing a system for continuous improvement
- Representing the organizations at formal functions and conferences

CHARACTERISTICS

The CMO must possess the following demonstrable characteristics:

- Capacity and willingness to serve humanity
- Steadfast resolve, integrity, and a commitment to the highest ethical standards
- Ability and expectation to commit to our social mission, to deliver assistance to populations in distress and to people affected by natural or man-made disasters
- Bold, daring, and humble
- Exceptional strategic marketing leadership skills, with a proven ability to implement innovative approaches that drive brand excellence and transformative impact
- Capacity to work with and influence people across the entire organization and beyond
- Practical, analytical, and visionary
- Exceptionally creative and innovative, with a growth mindset
- Technological fluency
- Candid and tactful; highly effective interpersonal, persuasive communication, and diplomatic skills
- Consensus-driven approach to decision making
- Active listening skills, open to feedback, welcomes robust discussion, and highly adaptable
- Ability to meet external political, gender, and cultural biases with integrity and fearlessness
- International cultural competency and cross-functional experience

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REQUIRED SKILLS AND QUALIFICATIONS

- Experienced leader with strong brand strategy skills and experience leading global marketing initiatives
- Successful advertising/marketing track record in health and educating the populace utilizing a broad range of tactics, including sports marketing
- Deep understanding of cultural, economic, social and political environments
- Advanced degree in relevant field
- English fluency; second language an advantage, French in particular
- Pass annual physical exams to ensure fitness to serve time in the field

PREFERRED SKILLS AND QUALIFICATIONS

- Experience with the humanitarian sector
- A minimum of 3 months' travel or work experience in low and medium Human Development Index (HDI) countries would be a strong advantage

WORKING CONDITIONS

SWG is the name of the working group that will launch this initiative, which is currently an early-stage start-up. Until successful initial capital funding is in place, members of the senior leadership team will work for a short time on a voluntary and uncompensated part-time, as-available basis.

The organization is based in Geneva, Switzerland. The candidate may elect to work remotely and commute to Geneva as necessary.

COMPENSATION AND BENEFITS

Upon successful initial capital raising, a highly competitive base salary plus executive share compensation, and generous benefits.

Three-year contract with option to renew

Sign-on bonus

Low interest housing loan

Relocation expenses reimbursement

Four weeks annual leave

Two weeks annual sick leave

Six months family leave

INTERVIEW AND SELECTION

The selection process is rigorous, assessing the capacity of candidates to serve in alignment with advancing the mission. Candidates will undergo multiple stages, including a character assessment, and panel interviews.