

**POSITION: Vice President, Communications**

**LOCATION: Toronto, Ontario**

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The MasterCard Foundation, an independent private foundation with over \$3 billion in assets has a vision to make the global economy work for everyone. Its mandate is to enable people living in poverty to improve their lives and the lives of their families and communities by expanding their access to microfinance and youth education. The Foundation will advance innovative programs worldwide with a particular focus on Sub-Saharan Africa. These programs will help create opportunities for people to harness their own skills and resources to improve their quality of life and serve people living in poverty who are, or who want to become, economically active.

The Foundation was established through a generous gift of shares from MasterCard Worldwide at the time of the company's initial public offering in 2006. The Foundation operates independently of MasterCard Worldwide. Foundation policies, operations and programming decisions are determined by its Board of Directors and its President and Chief Executive Officer.

As of the end of 2009, this global Foundation had committed more than \$82 million to expand access and deepen the reach of microfinance to such organizations as the Aga Khan Foundation, Catholic Relief Services, Equity Group Foundation, Consultative Group to Assist the Poor, the Microfinance Information eXchange, Save the Children, Plan Canada, and Women's World Banking. With an acute focus on the nexus between microfinance and youth learning, The MasterCard Foundation projects its grants commitments will exceed \$100M annually.

The MasterCard Foundation will lead an ambitious growth trajectory in the coming years. In an effort to support this growth, position the Foundation, and enhance its overall mission and brand, our client seeks to recruit a Vice President for Communications. This is a new position and will serve as a member of the executive leadership team. The position will play a significant role in advancing the mission by planning and managing the Foundation's voice and reputation on the global stage with a multitude of stakeholders.

This position is located at The MasterCard Foundation's headquarters in Toronto, Canada.

### **THE ROLE**

The Vice President will report to the President and Chief Executive Officer and drive the development and implementation of a comprehensive communications plan. In conjunction with the Chief Executive Officer and the Board of Directors, this individual will actively participate in shaping the overall positioning strategy to further the Foundation's program objectives. S/he will be a member of the Foundation's executive team and have overall responsibility for internal and external communications including brand and reputation management, issue management, media relations, and strategic partnerships.

As the chief strategist for these global efforts, this individual will ensure that target audiences from policymakers to multilateral donors and the media have a deeper understanding of the Foundation's work and motivation to be catalytic in its philanthropy. S/he will share key learnings with a broad audience base in order to inform and influence, as well as garner public opinion and community support. As the Foundation moves into its third year of grantmaking, it is critical the Vice President drive the dissemination of information around the impact and results of the programs.

#### ***Specific responsibilities will include:***

- Drive the development and implementation of a proactive and strategic approach to communications including the creation and management of messages and themes to enhance the positioning and reputation of the Foundation as a global thought leader in the areas of microfinance and youth learning.
- Establish metrics for evaluation of communications efforts in order to measure impact around reputation management, overall brand awareness and positioning, as well as success in utilizing traditional and new/social media channels to advance the mission and work of the Foundation.
- Initiate innovative programs and/or high level strategic alliances with a cadre of national and international organizations which advance the mission and leverage the ability to further share key learning's and results.
- Manage and drive media relations, issues management, brand positioning, online and visual communications, speechwriting/publications, participation in relevant meetings, advisory committee and conferences, as appropriate.
- Anticipate and manage reputation risks to the organization and its leadership. Advise senior staff and Board on a full range of issues related to communications; strategic partner/external relations; brand and reputation management; as well as crisis management.
- Act as a chief spokesperson on behalf of the organization as needed.

### **Candidate Profile**

The successful candidate will be a proven senior communications executive with a demonstrable track record and extensive experience in the global media market. This experience will come with at least 15 years of progressive responsibility in communications from the non-profit, public or private sectors and having worked directly with a CEO and Board. Experience in the developing world will be viewed favorably. S/he will have excellent verbal and written communication skills. S/he will have the ability to articulate information to a variety of constituents across cultures.

The ideal candidate will have a manifest commitment to the global development agenda of the Foundation and its partners and have demonstrated through previous experience an ability to significantly raise the profile of an organization. S/he will have managed the strategic positioning of the organization, the reputation and brand management, and careful and concise dissemination of messages while ensuring tangible metrics were in place to measure impact across a multitude of platforms.

This individual will have a strong business acumen and experience engaging and contributing to a wide breadth of business and policy issues, often beyond the scope of communications. Academic credentials commensurate with a senior communications role, specifically a degree in journalism, marketing or communication is appropriate, as well as an advanced degree preferred.

### ***The successful candidate will demonstrate the following competencies:***

**Setting Strategy:** The successful candidate must bring strong strategic communications and planning expertise in order to develop public education initiatives, public relations efforts and media strategies across a variety of mediums including new media/web-based systems and the news media (print, broadcast and on-line) in the industrialized and the developing world. The Vice President must have a strategic mindset and think creatively in order to most effectively communicate the work and impact of the Foundation. This will be coupled with the ability to think independently and use sound judgment in decision-making. S/he will have demonstrated experience forging a strategic communications path for a young and growing organization and/or start up. This implies an ability to listen and be hands-on and team-oriented.

**Results Orientation:** In order to be successful, s/he must garner and leverage a broad base of partners, constituents and staff. The successful candidate will have the ability to build and manage teams of staff and partners to pursue and execute communications strategies at a global level. S/he must have the tenacity and persistence to pursue goals despite resistance. S/he will forge strong, diverse teams of people with multiple perspectives and talents and effectively rally team members behind agreed organizational goals.

**Building Relationships and Using Influence:** The ideal candidate will have a level of gravitas and communicate in a crisp and compelling manner. S/he will bring a solid network of high level media contacts and be able to nurture and build additional networks in order to accomplish objectives. S/he builds and sustains excellent relationships at multiple levels in the workplace and is respected as a trusted advisor to senior executives.

**Interpersonal Acumen and Motivation:** The successful candidate will be a true global executive with commensurate experience and the cultural astuteness to operate and manage a worldwide communications effort. S/he will have the entrepreneurial bent to seize opportunities, as well as be proactive in identifying trends and future opportunities. It is essential the candidate have the energy and endurance for this high capacity work. Unquestioned personal and professional integrity are a must, as is a healthy and balanced ego.

### Contact

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